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BROADCASTING

Broadcast Advertising

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OCTOBER 15, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

SCHOOL OF BUSINESS ADMINISTRATION Miami University

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Oct 15 39

"Next I suppose you'll be a Chinese Mandarin!"

• Entirely without the aid of mirrors or other legerdermain, our versatile news commentator, H. R. Gross, has now become a full-fledged Chief of the Sac and Fox Indians. He was inducted on September 17, before an audience of several thousand braves and mere pale-faces. But it's the story *behind* this story, though, in which we believe you'll be interested.

Seems that sometime ago, the noble red men became worried by the diminishing wild life here in the Middle West. One reason was lack of food in winter. So WHO was called on for help. H. R. Gross broadcast an appeal over WHO for funds to buy winter supplies. At once, the money came pouring back—*from sportsmen in every state in the Union—from Canada, Mexico and Cuba!*

So H. R. Gross is now an honest-to-goodness Indian Chief! But advertisers will find an altogether different significance in this brief item . . . What important message would *you* like to broadcast to the most attentive audience in the Nation?

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives

Sponsors, LEND AN EAR

To KLZ's "Lady, Lend an Ear"

● In less than a year KLZ-produced "Lady, Lend an Ear" has completely captured the housewifely interest of 255,000 radio homes in the Denver-Rocky Mountain area. It started off as a 15-minute period of home-making suggestions and household hints. It has grown, by popular demand, into a 45-minute, six-times-a-week program that holds its audience through a flawless blend of showmanship plus.

Local advertisers were first to discover the power of this typical sales-provoking KLZ production. National sponsors lost no time in capitalizing on its popularity and its drawing power. So in less than a year on the air, "Lady, Lend an Ear" has counted on its roster of participating co-sponsors leading names in Colorado among retailers and manufacturers of home furnishings, foods and appliances.

Naturally, this type of program . . . designed, planned and conducted by KLZ's Margaret Moore*, a skilled commentator who for eight years has been creating outstanding women's programs . . . can be made available for a limited number of sponsors. But participation of a few seasonal accounts leaves an occasional spot for those who want a sure, economical road into the hearts of women of this region.

**Dinty Doyle, N. Y. Journal-American columnist, referred to her as "an important lady of radio who should be grabbed by the networks."*

VISUAL EVIDENCE of the popularity of KLZ's "Lady, Lend an Ear" is to be found in the SRO sign which usually goes up in KLZ's main studio before this sparkling program goes on the air.

KLZ *Denver*

CBS AFFILIATE ★ 560 KILOCYCLES

UNDER MANAGEMENT AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY ★ PUBLISHER OF THE DAILY OKLAHOMAN, THE TIMES AND THE FARMER-STOCKMAN ★ OWNER AND OPERATOR OF STATIONS WKY, OKLAHOMA CITY, AND KVOR, COLORADO SPRINGS ★ REPRESENTED BY THE KATZ AGENCY, INC.

XUM

+PLUS *on the Coverage* -MINUS *on the Cost!*

18 STATIONS	
WAAB	Boston
WEAN	Providence
WICC	Bridgeport, New Haven
WLLH	Lowell, Lawrence
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WTHT	Hartford
WATR	Waterbury
WBRK	Pittsfield
WNLC	New London
WLNH	Laconia
WRDO	Augusta
WHAI	Greenfield
WCOU	Lewiston, Auburn
WSYB	Rutland

NEW ENGLAND has 18 areas where density of population and trading activities assure quick response to direct advertising. Thorough coverage of these focal points is essential for a complete selling job.

The 18 stations of The Colonial Network give plus coverage of these vital centers of sales activity at a lower cost than any other combination of stations. That's why Colonial is the best buy for limited sales budgets.

THE COLONIAL NETWORK

21 BROOKLINE AVENUE · BOSTON · MASSACHUSETTS

EDWARD PETRY & CO., INC., *National Sales Representative*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Can any radio station match this record?

Crossley Inc. finds **94% of all sets in use tuned to one station**

6 A. M. to 12 midnight... Monday through Friday... in three cities... 94% of all sets were

... tuned to WJNO

From September 25 to 29 (Monday through Friday) Crossley, Inc., measured the radio audience in Palm Beach, West Palm Beach and Lake Worth, (year-round population, 51,780; winter population, 173,000). Crossley Inc. used exactly the same technique they use for the regular CAB survey of program audiences from coast to coast... except that a total of 5,000 calls were made in 5 days in our market; *one third as many as Crossley makes during the same period to measure program audiences in all the 33 CAB "checking cities", from New York to San Francisco!*

Here's What Crossley Found:

That 94% of all sets in use were tuned to WJNO!

That 99% of all programs heard in this area from 6 A.M. to midnight—Monday through Friday—in three cities—are heard over WJNO!

That no program broadcast over any station other than WJNO has even a 1% rating in our market!

That CBS network programs carried on WJNO have *very* high ratings. Like this: Major Bowes, 31. Professor Quiz, 25. Lum and Abner, 21.

"Strongest Baby in Radio"

So, because we are only three years old, we introduce ourselves as "the strongest baby in radio." And although we don't see how Crossley's findings could be improved upon, we would like to remind you that we now operate on 250 watts, night and day—a power increase that went into effect too recently to influence the Crossley study.

The conclusion is obvious. Only through WJNO can you hope to reach the wealthy Palm Beach market and its environs. No other station gets in!

WJNO, WEST PALM BEACH, FLORIDA

Representative—Weed & Company, 350 Madison Avenue, New York, New York

LANG-WORTH ACCLAIMS *ORTHACOUSTIC

**A revolutionary NEW recording system developed by RCA and NBC engineers. See National Broadcasting Company's story on the pages that follow.*

Lang-Worth pays tribute to the engineering genius of the National Broadcasting Company and the RCA Manufacturing Company in the development of this new Orthacoustic System which has raised the art of sound recording to a height never before attained.

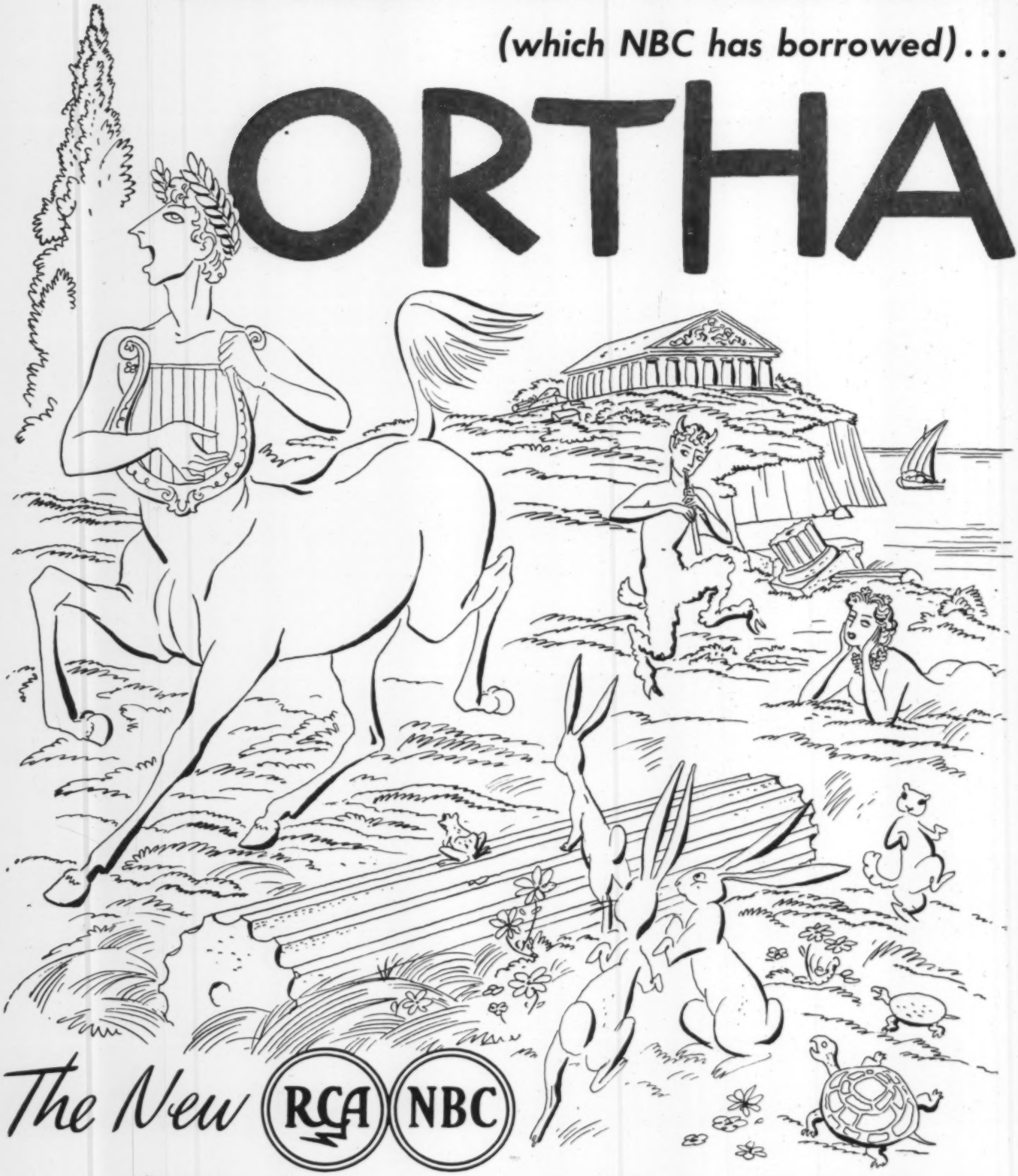
Lang-Worth is proud to announce that it has been awarded complete rights, and that starting immediately all Lang-Worth productions will be recorded by the new Orthacoustic Recording System under the personal supervision of RCA-NBC sound engineers.

LANG-WORTH FEATURE PROGRAMS, Inc.
420 MADISON AVENUE • NEW YORK, N. Y.

THE GREEKS HAD A NAME FOR IT

(which NBC has borrowed)...

ORTHA



The New RCA NBC

ORTHACOVSTIC

—the truest recorded

COVSTIC

(TRUE SOUND)

Here's a revolutionary *new* recording system developed by RCA and NBC engineers—the result of RCA's and NBC's vast experience and research in every phase of sound transmission, recording and reproduction. Orthacoustic Transcriptions give you recorded programs that literally sound like Live Studio Broadcasts!

You'll agree, after one demonstration of the new RCA-NBC Orthacoustic Transcriptions, that *here* is the truest recorded sound you've ever heard! You'll hear tone that is vibrant—sparkling with life and warmth. You'll be able to distinguish *every* instrument in an orchestra. You'll hear voices as naturally as if you were face to face with the speaker. In short—sound that seems to breathe with life!

Yes—you'll be able to note the superiority of these new *true-sound* transcriptions even if you've never before been able to discern differences in the quality of sounds!

Orthacoustic Transcriptions provide colorful, living sound because they eliminate over-resonance, ear-ting, needle-hiss, "wows" and "muffles." They are boom-proof and distortionless. They reproduce with unmatched fidelity the true sound that goes into the microphone—and nothing else.

But let the new RCA-NBC Orthacoustic Transcriptions speak for themselves! Judge them as your audience will—by *hearing* them in action! Let us *prove* their superiority by comparison with current recordings.

For a long time you've wanted transcriptions that sound like Live Studio Broadcasts. Now NBC makes it possible for you to have them! Ask for a demonstration.

A BACKGROUND OF UNMATCHED EXPERIENCE IN SOUND ENGINEERING

Orthacoustic Transcriptions are a tremendous forward step in recording quality. The unmatched experience of RCA and NBC in every phase of sound transmission, recording and reproduction—including radio, television, sound movies and records—stands behind them.

RCA-NBC ORTHACOUSTIC TRANSCRIPTIONS

—the truest recorded sound you've ever heard!

They give users of transcriptions these advantages:

1 New high fidelity reproduction quality.

2 Elimination of distortion, particularly in high frequencies, no "ear-ting."

3 A maximum signal-to-noise ratio, no "needle-hiss."

4 Entirely *natural* reproduction of speech.

5 Greater tone fidelity in reproduction of music.

ELECTRICAL TRANSCRIPTION SERVICE, NATIONAL BROADCASTING CO.

A Radio Corporation of America Service

RCA BUILDING, RADIO CITY, NEW YORK • MERCHANDISE MART, CHICAGO • SUNSET BOULEVARD AT VINE STREET, HOLLYWOOD

TRANSCRIPTIONS

sound you've ever heard!

SALES HUNTERS...DON'T MISS THESE 15 VITAL SPOTS!

In all Radio there are no spots more vital than these 15 NBC Programmed Stations...In reaching and influencing radio homes, each is an absolute natural for advertisers...For each of these 15 is more than just another local station. Completely programmed by NBC, each carries the prestige, popularity and sales vitality of "The World's Greatest Broadcasting System."

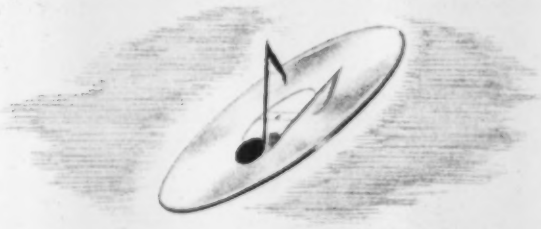
WBZ	50,000 Watts—990 kc.	Boston
WBZA	1,000 Watts—990 kc.	Springfield
WENR	50,000 Watts—870 kc.	Chicago
WMAQ	50,000 Watts—670 kc.	Chicago
WTAM	50,000 Watts—1070 kc.	Cleveland
KOA	50,000 Watts—830 kc.	Denver
WEAF	50,000 Watts—660 kc.	New York
WJZ	50,000 Watts—760 kc.	New York
KYW	10,000 Watts—1020 kc.	Philadelphia
KDKA	50,000 Watts—980 kc.	Pittsburgh
KGO	7,500 Watts—790 kc.	San Francisco
KPO	50,000 Watts—680 kc.	San Francisco
WGY	50,000 Watts—790 kc.	Schenectady
WMAL	500-250 Watts—630 kc.	Washington
WRC	5,000-1,000 W.—950 kc.	Washington

The NBC Spot Specialist in any of these cities (also Detroit and Hollywood) will give you full information on any or all stations.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System
A RADIO CORPORATION OF AMERICA SERVICE

Standard Radio SUBSCRIBERS RECEIVE THE FULL BENEFITS OF THE NEW



ORTHACOUSTIC

TRUE SOUND TRANSCRIPTIONS

. . . immediately

41

NEW SUBSCRIBERS

. . . *in* 60 DAYS!

WCFL, Chicago
WMBC, Detroit
WTCN, Minneapolis
WFBM, Indianapolis
KOL, Seattle
KFPY, Spokane
WHP, Harrisburg
KABC, San Antonio
WGBI, Scranton
KVOR, Colorado Springs
WBRC, Birmingham
WISE, Asheville
WFMJ, Youngstown
WJBL, Decatur, Ill.
WBOW, Terre Haute
KFIZ, Fond du Lac
KFDA, Amarillo
KMLB, Monroe, La.
KDRO, Sedalia, Mo.
KNOW, Austin
WACO, Waco
WTMA, Charleston, S. C.
WJBC, Bloomington, Ill.
WIBM, Jackson, Mich.
KGIW, Alamosa, Colo.
WDSM, Superior, Wis.
KOKO, LaJunta, Colo.
KVAK, Atchison
KLBM, La Grande, Ore.
KSAM, Huntsville, Tex.
KWAL, Wallace, Ida.
KVAN, Vancouver
KVOL, Lafayette, La.
KOVO, Provo, Utah
KNET, Palestine, Tex.
XEMO, Tia Juana
VONF, St. John's, Newfoundland
CFRC, Kingston, Ont.
CFCY, Charlottetown, P. E. I.
CKLN, Nelson, B. C.
CFJC, Kamloops, B. C.

WITH the first announcement of the new Orthacoustic method, comes the news that Standard Transcriptions to be shipped to subscribers on and after November 1 will be made by this revolutionary new recording system.

Thus, Standard Radio subscribers receive added confirmation of their good judgment in selecting a Library Service which is always in the fore of every new and vital development in the transcription field. The growing realization among station executives that Standard Radio offers certain well-established superiorities, together with Standard's clearly defined attitude on tax-free music, have resulted in an impressive swing to Standard within recent months.

Over forty new subscribers have been added to the Standard Radio family within the last sixty days, bringing the total of Standard Program Library users to a new high. More and more stations today answer in the affirmative the question —

Are Your Transcriptions Up to Standard?

Standard Radio offers a variety of services, tailored to fit transcription needs of every station, without waste and without duplicating live talent resources. Send for our Yardstick which enables you to judge accurately the value of any transcription service.

Standard Radio

6404 Hollywood Blvd., HOLLYWOOD 360 N. Michigan Ave., CHICAGO

"There's more news at 3:30!"

. . . WHAT with the constantly-increasing interest in news of all sorts, *spot advertisers* are cashing in this year as never before in the history of radio.

What are *you* doing to capitalize on this high-tide of opportunity for spot-radio advertisers? Can't we help you get a bigger share of this opportunity? At your request, we'd be glad to give you a list of the stations and cities in which newscasts are still available, or where additional and valuable news tie-ins are easily possible. Wire or telephone our nearest office—*now!*

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
WOC	DAVENPORT
WHO	DES MOINES
WDAY	FARGO
WOWO-WGL	FT. WAYNE
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KSFO-KROW	SAN FRANCISCO
KVI	SEATTLE-TACOMA

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan Ave.	247 Park Ave.	New Center Bldg.	One Eleven Sutter	650 S. Grand Ave.	617 Walton Bldg.
Franklin 6373	*Plaza 5-4131*	*Trinity 2-8444*	*Sutter 4353*	*Vandike 0569*	*Jackson 1678*

BROADCASTING
and
Broadcast Advertising

Vol. 17. No. 8 WASHINGTON, D. C., OCTOBER 15, 1939 $3.00 A YEAR—15c A COPY

First Code Action Brings NAB Discord

By SOL TAISHOFF

Father Coughlin Barred; Elliott Roosevelt Cited, With MBS Action Slated; Industry Showdown Likely

CAUGHT between a sharp conflict of views of member stations on its interpretation of the new self-regulation code, particularly as to the ban on the use of paid time for discussion of controversial issues, the NAB faces a new crisis which already has had industry-wide reverberations.

Not only Father Charles E. Coughlin, the crusading Detroit priest, but Elliott Roosevelt, second son of the President, also has become enmeshed in the disagreement over controversial broadcasts. Having been informed earlier that Mr. Roosevelt had announced his intention "to violate the code" by presenting personal opinions on the arms embargo in his thrice-weekly commentaries over MBS for Emerson Radio, the NAB Oct. 13 referred the matter to the network for action, holding that Mr. Roosevelt as the "talent" on the program is subject to network rather than NAB jurisdiction.

Some Won't Drop Coughlin

But it was in connection with the Coughlin broadcasts over a 44-station independent network, that serious intra-industry strife has developed and a showdown appears in prospect. After the NAB Code Compliance Committee, headed by Edgar L. Bill, of Peoria, ruled Oct. 3 that neutrality discussions in sponsored broadcasts constituted discussion of a controversial public issue, barred under the Code [see page 13 for text], things began to pop. A number of stations notified the NAB of their intention not to renew the Coughlin broadcasts when current contracts expire. But another group of stations carrying the priest's broadcasts indicated clearly they did not intend to follow the Code Committee edict.

With the majority of Coughlin contracts slated to expire Oct. 29, it was impossible as BROADCASTING went to press to ascertain the precise lineup of stations and their future policies with respect to the Coughlin series. Confusion also developed as to the interpretation of the code provision itself, with one school insisting that the Coughlin series can be renewed for a year under the code, irrespective of the Committee's interpretation.

Several May Quit NAB

In any event, it appeared likely that the Coughlin problem would be focused upon John Shepard 3d, president of the Yankee and Colonial Networks. Mr. Shepard has taken the position that by virtue of commitments of certain stations on the 17-station Colonial Network he cannot reject the Coughlin contract renewal due Oct. 29 and that his present intention is to continue the series. While Father Coughlin himself has refrained from publicly condemning the code, both Leo J. Fitzpatrick, executive vice-president of WJR, Detroit, WGAR, Cleveland, and KMPC, Beverly Hills, and John F. Patt, vice-president of the three stations, have attacked the action. Mr. Patt on Oct. 5 expressed strong criticism of the Code Committee's action, declaring it went far beyond self-regulation [see page 12].

There were indications that at the showdown a number of stations might prefer to resign from the NAB, if that course becomes necessary, rather than yield to the Code Committee's interpretations. While the Code Committee itself refrained from mentioning names in its rulings, it was self-evident that during its deliberations it discussed personalities. But it was repeatedly emphasized that the code provision is one of principle and does not deal with individuals.

The Roosevelt situation grew out of a statement in his broadcast of Oct. 7, in which he advised that his remarks "may be cut off the air by the station to which you are listening" because the NAB had adopted a code "in which they set forth that any commercial program featuring a commentator must not allow that commentator to express an opinion on controversial issues, and the NAB has listed the Neutrality Act and the question of the repeal of the embargo provisions now pending before Congress as a controversial issue which no commentator should express an opinion on personally." He then stated he intended to express opinions.

Following this observation, NAB President Neville Miller discussed the matter with Code Committee members and with T. C. Streibert, vice-president of MBS and WOR. Mr. Roosevelt was to have conferred with Mr. Streibert in New York Oct. 13 but was suddenly called to his home in Fort Worth and was due to return to New York for the discussion the following week. Presumably it is felt that Mr. Roosevelt's personal expressions of opinion on controversial issues, particularly in connection with neutrality, are in conflict not only with the code but with the announced policies of the major networks to refrain from handling broadcasts which might in any wise jeopardize this country's neutrality.

MBS To Rule on Roosevelt

The fact that Mr. Roosevelt is president of Texas State Network and of KFJZ, Fort Worth, an NAB member, was not used as a basis for the NAB consideration. Because he is featured as "talent" in the

CODE COMMITTEE of the NAB, which met in Washington Oct. 2 and 3 at its first session since the self-regulation code became effective and issued an edict which has the effect of barring Father Charles E. Coughlin and other "controversial" speakers from purchase of radio time, except during political campaigns on issues subject to ballot. Seated (l to r) are Ed Kirby, NAB public relations director and Code Committee secretary; Edgar L. Bill, WMBD, Peoria, Committee chairman; NAB President Neville Miller, and Earl Glade, KSL, Salt Lake City. Standing (l to r) Martin Campbell, WFAA, Dallas; E. M. Spence, NAB secretary-treasurer; E. K. Cargill, WMAZ, Macon; William B. Dolph, WOL, Washington; T. C. Streibert, WOR-MBS, New York; Frank M. Russell, NBC Washington vice-president; Cal Smith, KFAC, Los Angeles and Don Searle, KOIL, Omaha. Harry C. Butcher, CBS Washington vice-president also attended.

Emerson-sponsored MBS series, it was concluded that the matter should be left to the network.

The Code Committee's interpretations at its initial session, as forecast in the Oct. 1 issue of BROADCASTING, were not restricted to the Coughlin situation nor to the Roosevelt problem which developed as an aftermath. The rulings automatically became applicable to such figures as Dr. J. F. Rutherford of Jehovah's Witnesses and The Rev. Walton E. Cole, Unitarian minister of Toledo, who had purchased time on stations to answer Dr. Coughlin and who had complained to the FCC over WJR's refusal to accept his transcriptions.

Townsend Rejected, Too

On Oct. 10 the Code Committee turned thumbs down on sponsored broadcasts in behalf of the Townsend Plan as a controversial question unacceptable under the code. But in California, where the "$30 every Thursday" project is subject to ballot, it was held that time can be purchased in behalf of or in opposition to the Townsend Plan.

Meanwhile, two picketing developments growing out of the NAB action, and purportedly stemming from Coughlin protests, were reported. One was said to have been at CBS headquarters in New York Oct. 1 when former Gov. Al Smith spoke in favor of lifting the embargo and the other at Yankee-Colonial Network headquarters in Boston. Both were said to have been by so-called "Christian Front" movements which have been linked with Fr. Coughlin. CBS, as a precautionary measure, picked up Mr. Smith from its Seventh Avenue studios rather than its main studios. No trouble developed at either place.

Carry Replies to Coughlin

A Coughlin counter-offensive undertaken by the Non-Partisan Committee for Peace Through Revision of the Neutrality Law, headed by William Allen White, of Emporia, Kan., resulted in procurement of time on at least 15 stations carrying the Coughlin broadcasts for Oct. 15. The committee, recently organized, requested time of the 44 stations carrying the Coughlin series immediately following the Coughlin broadcasts in order to reply to the priest. Msgr. John A. Ryan, of Catholic University, and Prof. Charles G. Fenwick, of Bryn Mawr, were to answer the priest. In requesting the time, Mr. White based it on the NAB code and stated that "unlike the Coughlin interests" his organization did not have the necessary funds to pay for the telephone lines to hook up an independent network and that consequently transcriptions would be employed.

The 15 stations agreeing to carry the Committee's broadcast Oct. 15 were given as WAAB, Boston; WCOU, Lewiston, Me.; WEAN, Providence; WJR, Detroit; WLBZ, Bangor; WJAS, Pittsburgh; WTMJ, Milwaukee; WHO, Des Moines; WIBA, Madison, Wis.; WICC, Bridgeport; WKZO, Kalamazoo; WIRE, Indianapolis; WSAR, Fall River; WTHT, Hartford; WSTP, St. Paul. It was announced that since other stations from whom no reply had been received or who had given unfavorable replies might wish to reconsider, the committee was sending transcriptions to all carrying the Coughlin broadcast.

Shepard's Viewpoint

Repercussions to the code edict on the fundamental question of controversial issues came on the heels of the committee's action. In the vortex of the resulting controversy were such prominent figures as Messrs. Shepard, Fitzpatrick, Patt, Father Wallace Burke of WEW, and other broadcasters now carrying the Coughlin series. Elliott Roosevelt also quickly found himself deep in the controversy because his broadcasts likewise admittedly fall in the "public controversy category" in connection with the arms embargo.

Mr. Shepard, who personally had appealed to the Code Committee, asserted Oct. 10 it was his present plan to continue the Coughlin series over the Colonial Network through October, 1940. He pointed out that since a number of other stations—possibly all save a half-dozen of the 44—had already committed themselves to continue the Coughlin series, he was left no alternative. He added that, as he interpreted the code provisions, the Coughlin series should be handled on the same basis as other programs, which would permit "competitive accounts" to be accorded the same facilities for the same length of time as current running accounts.

Asserting he had advised Stanley Boynton, president of Aircasters, Inc., Coughlin agency, that he would continue to carry the program after Oct. 29, when his present contract expires, provided two conditions were met, Mr. Shepard explained that this commitment does not obligate all of the Colonial Network outlets. Nevertheless, since certain of the stations already had renewed, he said he was duty-bound to originate the programs.

It was made obvious that such stations as WJR, Detroit, WGAR, Cleveland, WEW, St. Louis, WJAS-KQV, Pittsburgh, and WHBI, Newark, among others, would continue to carry the Coughlin series. Several of the stations which already have renewed their contracts through Aircasters have advised NAB they would abide by the Code Committee's ruling on the controversial issue question and exercise their cancellation options within a two-week period. Among the stations understood to have dropped Coughlin were WFBL, Syracuse, WHAM, Rochester, WTAG, Worcester, and WHKC, Columbus. Such stations as WHO, Des Moines, WCKY, Cincinnati, WTMJ, Milwaukee and KSTP, St. Paul, were understood to be considering dropping the series on the basis of the NAB ruling. In Worcester, WORC is now carrying Coughlin in lieu of WTAG.

Railroading Denied

The NAB committee and President Neville Miller, took sharp issue with the contention of complainants that the code was "railroaded" through the convention in Atlantic City last July. It was pointed out that the NAB began work on the code nearly a year ago and that the first draft was sent to all stations, with attendant publicity, as early as last May. It was adopted by the July convention tion, as amended, by an overwhelming vote of six to one. Moreover, it was pointed out that the social aspects of the code were only slightly amended from their original form as adopted by the convention after full discussion. The convention not only approved the code but authorized the machinery to enforce it.

While stations carrying the Coughlin series have been deluged with letters protesting the NAB action, so far as could be learned most of the protests have emanated from individuals. On the other hand, many women's, social and other organizations and groups have commended the code, which also has received generally favorable editorial support.

Union States Position

In its rejoinder, Oct. 7 to Mr. Patt's telegram [see top of this page], Civil Liberties Union, through Arthur Garfield Hays and Morris L. Ernst, general counsel, and Quincy Howe, chairman of the National Council on Freedom From Censorship, declared it struck them as "highly improper for tht Detroit station at which Father Coughlin's programs originate to criticize the new NAB code for denying free speech." (Mr. Patt is vice president of WJR and KMPC as well as WGAR).

"Complaint already has been made to the FCC against that station for denying opponents of Father Coughlin an opportunity to reply to him", the Union said. "What Mr. Patt really means is that the profit has been taken out of free speech since hereafter Father Coughlin or anybody else under the rules of the new Code cannot purchase time for the discussion of public issues. This is wholly in the interest of free speech since it puts everybody on the basis of equality and puts people without money on precisely the same footing as people with it. The new code corrects a situation so obviously unfair to free speech as to com-

(*Continued on Page 72*)

Code's Restrictions on Commentators Are Blow to Freedom, Patt Tells NAB

FOLLOWING is the text of the telegram sent the NAB Code Compliance Committee Oct. 6 by John F. Patt, vice-president and general manager of WGAR, Cleveland, and vice-president of WJR, Detroit, and KMPC, Los Angeles:

"Public reaction to your general statement to the press leads me to make the following statement. It is my opinion and that of many broadcasters with whom I have talked that the broadcasters who voted for the adoption of the code, while well-intentioned and having high purposes in mind, have gone too far on the controversial issue question and have taken an unfortunate step from which we may never be able to retreat.

"That step is in the direction of censorship and abridgement of free speech, as time will certainly show whether we like to admit it or not. While most of the code shows careful thinking and high resolve and will be of ultimate benefit to all broadcasters and to the public, the provision on controversial subjects seems to many of us the first shackle on freedom of speech on the radio. It takes away much of the broadcaster's responsibility of judgment for what is in the public interest. It goes beyond mere self-regulation into the realm of strangulation, stagnation and censorship.

Merely Reporters

"Did the broadcasters contemplate that this provision of the code would mean that such famous personalities, commentators and speakers as W. J. Cameron, Dorothy Thompson, Boake Carter, Lowell Thomas, Edwin C. Hill, H. V. Kaltenborn, John B. Kennedy, Elmer Davis, Hugh Johnson and many others could never again express an opinion on a sponsored program? If that is so, it will surely result in these speakers reducing their talents to that of mere reporters of facts rather than analysts and interpreters; otherwise, they will be limited to those more obscure hours of the day which are now sustaining. Many millions of listeners then will not have easy access to hearing them because the popular evening periods having mass audiences will be restricted to entertainment and informative programs only.

"We of WGAR have never used our facilities to express or exploit our personal or company viewpoints on the listener. We are conscious that many speakers on controversial subjects who have bought time from our station have made statements which were perhaps not acceptable or agreeable to our listeners, but we have been quick to say that they were not our viewpoints and we have been quick to offer time on an equal basis to persons holding opposing views. Nor have we, nor any other broadcaster to our knowledge, ever allowed any organization or individual to usurp more than a limited amount of time which could not be duplicated at once in an equal amount by opposing speakers. We have rarely had one side of a controversial issue given on paid time which was not immediately answered on other paid time and on the same terms.

"We are aware that there are possible excesses in freedom, but in our opinion it would be better to have the excesses than to have the cure that is now proposed. But, in particular, we even believe that self-respecting broadcasters can devise ways and means of permitting speakers on controversial subjects to go on their own sponsored programs and at the same time eliminate any obvious excesses. The financial return to the broadcasters is secondary here to the larger public interest.

"If the code as it now stands is to hold without reasonable amendment, I predict we shall see an emasculation of private enterprise in broadcasting with a solar plexus blow to freedom in this country, and an invitation for further Government regulation."

Text of First Ruling of Code Compliance Committee . . .

FOLLOWING is the full text of the statement issued by the NAB Code Compliance Committee following its Oct. 3 meeting in Washington:

While the Committee realizes that the American people, through the delegation of the radio franchise, have placed upon the broadcaster final responsibility to accept or to reject program matter in 'the public interest, convenience and necessity,' it nevertheless recognizes that NAB member stations in the 17th annual convention, July last, shared their program and operating experiences in the adoption of a new Code so that a more uniform and higher level of public service might result throughout the length and breadth of American radio.

The Committee has taken these into consideration in its deliberations, which have chiefly centered around problems involving the Religious and Public Controversial sections of the new Code.

In approaching the Public Controversial section of the Code, which bars the sale of time for such discussions, but which provides that such discussions be placed on the air without cost, the Committee emphasizes the underlying principles involved.

There is a limitation to the number of radio channels now available for broadcasting in this country.

There is also a limit as to the number of hours available per day for broadcasting. Newspapers may add any number of extra pages to accommodate their overflow news and advertising columns. No comparable opportunity exists in the daily schedule of a radio station, which must adhere to the hands of the clock.

In the absence of any self-imposed policy to the contrary, it is conceivable that some individuals or groups with financial means to do so could buy all the available time necessary to monopolize, dominate or control the discussion of public issues through the radio medium, precluding a fair opportunity for an opposition without financial resources to present its case to the radio audience.

Public Conference

Such a situation would pervert the function of American radio as a forum of democracy, and would irreparably shatter the confidence of the public in the American system of broadcasting.

In order to assure the American people for all time that such an intolerable misuse of radio facilities cannot happen, the Code states that 'Time for the presentation of controversial issues shall not be sold.'

The Code does not bar anyone or any group from using radio. It simply denies the right to buy time, for the reasons stated. [Political broadcasts, as defined, are excepted because "at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away."]

Representative spokesmen of groups in the field of public controversial issues have a perfect right to request time on the air, from a network or station, in accord with the public interest therein as outlined in the Code. "Broadcasters shall use their best efforts to allot such time free of charge, with fairness to all elements in a given controversy."

The handling of public controversial issues by radio stations is a matter of principle and not one of personalities.

Determination of a Public Controversial Issue—The Code Compliance Committee realizes that whether a matter is a public controversial subject or not is one sometimes difficult to determine, particularly in national and statewide affairs.

The Committee feels, therefore, that its duty and function is that of rendering advisory opinions, and of recommending procedures through which a sincere and uniform understanding of, and compliance with the Code, may be achieved.

Toward such ends, the Committee holds as self-evident that no determination as to the character or classification of a proposed program or radio address can be established until an advance script has been examined by the station management.

The Committee recommends, therefore, that

(a) Since discussions of controversial public issues have been eliminated from paid commercial broadcasts, adequate time for the presentation of controversial public issues shall continue to be provided free of charge by each station or network, in accordance with the public interest therein.

(b) All such scripts shall be required in advance, for examination in light of the Code.

(c) Under no circumstances will compensation be accepted by the station or network for time consumed by the spokesman of a controversial public issue, unless,

(d) The spokesmen appear on a public forum type of broadcast regularly presented, in conformity with the Code, as 'a series of fairsided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.'

Without an advance script, no one can determine the complexion of any proposed broadcast.

Controversy Not Barred

This does not mean, of course, that those who wish to discuss matters of public controversy are barred from the air.

Far from it!

Through the new Code, representative spokesmen of groups will be given free time to present their viewpoints, in accord with the public interest, program balance and availability of time.

The Committee recognizes that all such representative spokesmen of public opinion groupings may broadcast their opinions during time provided free for this purpose, or may take a political position on paid radio time during a political campaign, or may espouse or oppose a "public proposal subject to ballot." The Code adequately covers these provisions.

Neutrality—Method of Maintaining of Which is a "Public Controversial Issue" Within the Meaning of the Code—The question of America's neutrality has raised an interesting point in which the Committee and the individual broadcasters are concerned in the application of the Code.

Following careful survey of the members of the Committee drawn from different sections of the country, and of the issue itself as resolved yesterday in Congress, the Committee feels that while all Americans desire to stay out of war and to preserve neutrality, the methods of achieving and maintaining same are matters automatically falling within the sphere of 'public controversial issues,' and as such should be presented on free time and not sold.

Definition of a Public Proposal Subject to Ballot—In response to inquiries from member stations, the Committee defines a 'public proposal subject to ballot' as one where the proposal itself appears on the ballot to be cast by the individual citizen.

Matters pending before a legislative body are not regarded as "public proposals subject to ballot."

The NAB Religious Code—The Committee calls attention to the religious section of the Code which reads: "Radio, which reaches men of all creeds and races simultantously, may not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community."

Members of the Committee in attendance were: Edgar Bill, WMBD, Peoria, Ill.; Martin Campbell, WFAA, Dallas; Edward Cargill, WMAZ, Macon, Ga.; Earl J. Glade, KSL, Salt Lake City; Don Searle, KOIL, Omaha; Calvin J. Smith, KFAC, Los Angeles; Theodore C. Streibert, MBS; Harry Butcher, CBS; Frank M. Russell, NBC; William B. Dolph, WOL, Washington; Neville Miller, president, NAB; E. M. Kirby, NAB, secretary.

Rule Hearing Deferred

HEARING on the petition of Mayor F. H. LaGuardia of New York, in behalf of the municipally-owned WNYC, to amend FCC rules to permit use of ultra-shortwaves for domestic network transmission, in lieu of wire lines, scheduled for Oct. 16, again has been postponed to Oct. 23. The hearing, postponed several times, is to be before a committee of three commissioners.

SMITH BROS., Poughkeepsie, N. Y. (cough drops), will start a spot campaign Nov. 1 on about 30 stations, using a varied schedule of quarter-hour newscasts and five to seven announcements weekly. Campaign, placed through J. D. Tarcher, New York, will run through March, 1940.

Drawn for BROADCASTING by Sid Hix

Radio Questions Placed in Census

Housing Survey Tentatively Includes Query on Sets

INCLUSION of a radio questionnaire in the tentative schedule of the Housing Census, to be conducted in conjunction with the 16th Decennial Population Census, will yield an actual house-to-house count of radio homes rather than the sampling that would be furnished by inclusion of the question on the supplementary schedule of the regular population census, according to the U. S. Census Bureau. The Bureau indicated to BROADCASTING Oct. 11 that the Housing Census, which has been authorized by Congress, will be conducted when the necessary appropriation is secured.

Previously the radio question had been included on the supplementary schedule employed by the Census Bureau in a sample population census conducted in mid-August in two Indiana counties [BROADCASTING, April 15, June 15, July 1, Aug. 1], first results of which will not be available for several weeks.

"Does This House Have Radio?"

The question, "Does this household have a radio set?", has been included in the tentative schedule proposed for the Housing Census, which will cover an estimated 33,000,000 homes. The housing survey will be conducted simultaneously with the population census, and enumeration is to start April 1, 1940. Although Congress has authorized inclusion of housing in the general census program, along with a $45,000,000 appropriation for carrying on its various phases, an individual appropriation of $8,000,000 is sought for the Housing Census itself. An appropriation of approximately $5,000,000 is to be asked as a supplemental appropriation in the First Deficiency Appropriation bill brought before Congress when it convenes in regular session in January. This amount would cover the cost of field and office work necessary to gather census data, while the remainder would be spent in compilation of the results and would extend over a period to Dec. 31, 1942.

Speaking to the 11th annual Boston Conference on Distribution Oct. 3, Dr. Vergil D. Reed, assistant director of the Bureau of Census, commented that the Housing Census, the first of its kind ever taken, "is really a stock dividend to every retailer, wholesaler, and manufacturer. It will be of particular importance to the building and construction industries, to real estate, utility, and housing finance interests, and to manufacturers and distributors of household appliances."

In addition to radio, he explained, the housing survey will provide basic facts as to adequacy or inadequacy of housing facilities, age and condition of structures, major repairs needed, and presence or absence of electricity, gas and running water. Data also will be gathered on home mortgages, amounts, interest charges, and amortization arrangements, he added.

News Fees Raised For War Service

Greatly Increased Costs For Gathering of News Cited

INVOKING emergency clauses in their contracts with newspapers and radio stations subscribing to their news services, International News Service and United Press have levied special war assessments on all subscribers, amounting to a 15% increase in the normal fees for INS subscribers and a 12½% increase for users of the UP service.

Contracts of both UP and INS contain emergency clauses permitting them to assess increases amounting to a maximum of 25% for periods when conditions make extraordinary expenditures necessary for good coverage of the news.

Cost of Communications

At INS headquarters it was stated that since the first of August expenses of covering the European scene had increased by approximately $10,000 a week. In making the increased assessment, which became effective Oct. 1, INS is not attempting to collect for these back expenditures, it was stated, but on the contrary is still carrying itself a considerable proportion of the current increased costs. Some of the factors contributing to the increase were given as: The shut-off of phone and cable communication between London and Paris, causing intercommunication between these two cities to be routed by way of New York; lack of cable connections between Berlin and New York, forcing the correspondents in the German capital to use radio or to phone their copy to Rome and cable it from there; tremendous increases in payrolls and expense accounts, as space-rate correspondents in scattered cities have been made full-time staff men and as both the amount of traveling and the costs of transportation have risen precipitously.

At UP headquarters it was said that costs of this organization's European coverage have increased by about $2,500 daily over normal, making it necessary to levy the 12½% assessment on their subscribers early this month. The Associated Press as yet has announced no similar increase.

Transradio's Policy

Transradio Press Service has not invoked its special war clauses to raise rates to its subscribers, according to Herbert S. Moore, president, although he said that the advisability of such a move had been carefully studied. "The question is being left open during the present period when peace talk is widespread," he said, "but if no truce has come by the end of October the question will be reexamined and a decision made in the best interests of both our clients and ourselves."

Libby Spots in Canada

LIBBY, McNEILL & LIBBY of Canada, Toronto (baby food) starts a transcribed spot announcement campaign twice daily six days weekly on various Ontario and eastern Canada stations in November. Account was placed by McConnell, Eastman & Co., Toronto.

War Correspondents Leave for Front, Hoping to Broadcast Actual Fighting

WHEN the first contingent of American war correspondents officially accredited by the British military authorities left London the week of Oct. 9, bound for the Western front "somewhere in France", the party included William Henry of CBS and Arthur Mann of MBS, first radio reporters ever assigned to front line duty. NBC's accredited front line reporter, Brig. Gen. Henry J. Reilly, U.S.A., retired, was absent from the lineup because he had taken advantage of the "pause" in the war to return home for a brief visit, arriving in New York on the *Lisbon Clipper* on Oct. 9.

Exactly how radio's reporters will handle their assignments of covering the Allied front for American listeners is not known. The possibility of arranging for facilities that would permit broadcasts directly from the front, while devoutly hoped for, is not believed to be very great at this time, and it is expected that a more probable solution will be an arrangement that will enable these men to watch whatever goes on at the front and return to some point behind the lines, probably Paris, to broadcast their reports to America. Whether the military authorities will limit the comings and goings of the radio men is likewise unknown, and what sort of broadcasting schedules will be permitted is another question still to be answered.

Aided by Time Shift

The difference in time between Europe and America, it is pointed out, would enable a correspondent to spend the day in the front lines, return to Paris during the evening, go on the air after midnight there and be heard in the United States in the early morning. Possibility of a daily schedule of broadcasts of authentic front line observations is believed slight by special events directors here, however. General opinion is that for a while, at any rate, one or two such broadcasts a week is the most that can be expected.

William Henry, who is acting as CBS representative with the Allied armies, will also cover the war front for the *Los Angeles Times*. Sporting editor of this paper, Henry went to Europe to cover the preliminaries of the Olympic Games, scheduled to be held in Finland in 1940. An experienced radio reporter who had assisted Ted Husing in broadcasting the Berlin Olympics in 1936 for CBS, he was pressed into service by this network when the war broke out as assistant to E. R. Murrow, CBS representative in London. With Henry's departure for the front, Larry Le Sueur has been made Murrow's assistant.

In Paris, CBS is represented by Thomas B. Grandin. Eric Sevareid, who has also been stationed in Paris, is temporarily in Brussels. William L. Shirer, chief of the CBS Continental staff, with headquarters in Berlin, has taken advantage of the war "pause" to snatch a few days' vacation, with Russell Hill relieving him.

Arthur Mann, who was appointed by John Steele, head of Mutual's London and European offices, to cover the front for MBS, was formerly a correspondent for the *St. Louis Post Dispatch* and is now associated with the London office of the *New York Times*. Other MBS reporters in Europe include Sigrid Schultz in Berlin, Waverly Root in Paris and James Minifie in Rome.

Gen. Reilly, who will serve as NBC's front line observer when he returns to Europe early in November, is also an experienced foreign correspondent. A graduate of West Point who served in the Philippines and Mexico and as an ambulance driver for the French and British armies during the World War, he joined the *Chicago Tribune* as war correspondent in 1915, successively reporting from the Western Front in 1916 and 1917, the Polish campaigns in 1920 and, more recently, the Civil War in Spain.

NBC has also announced that Warren Irvin, now in Berlin as assistant to Max Jordon, chief of the NBC Continental staff, will be sent to the German side of the front as soon as the Germany Army command approves an accredited list of correspondents. Irvin was formerly with the *New York Times* before being recently signed as a regular member of NBC's foreign staff. Fred Bate, London chief for NBC, and Howard Claney, well-known announcer who had been studying abroad and had rejoined NBC when hostilities commenced, are covering English happenings, and Paul Archinard is managing the Paris office for NBC.

Ready for Front

AN INDICATION of the accoutrements of a radio correspondent on the Western Front may be gleaned from the following radiogram sent by Fred Bate to NBC in New York: "General Reilly needs two tunics, one slacks, one breeches, boots. Special insignia provided, also tin hat, service mask. Maximum baggage allowed field in pounds: 50, personal; 50, for servants; baggage, 20; tents, where carried, 50."

AP Postpones Action

MEETING of the board of directors of the Associated Press, held in New York, Oct. 3-5, produced no changes in the press service's present arrangements for the sale of AP news to radio advertisers. Because of the pressure of problems arising from the European war which required immediate attention, action on the less pressing subject of changing the regulations covering use of AP news on the air was postponed until the meeting of the AP executive committee in December.

Hull at New WHLD

EARL HULL, former chief engineer of WKY, Oklahoma City, and first licensee of that station, will take over the management and operation of the new WHLD, Niagara Falls, N. Y. The new station, authorized on Sept. 1, is licensed to the Niagara Falls Gazette Publishing Co. It will operate with 1,000 watts daytime on 1260 kc.

THOMAS ABANDONS NEWS CURB PLANS

SATISFIED that the basic disseminating media, including radio, newspapers and the movies, have settled down in their task of reporting war activities and therefore eliminated danger of commitment of "unneutral" acts, Senator Thomas (D-Okla.) asserted Oct. 12 that he had abandoned his plans for an amendment to the pending Neutrality Act to supervise operations of these media.

Recalling he had observed last month that such a move might be desirable, he asserted that voluntary steps taken by the industries have eliminated entirely any desire on his part to foster restrictive legislation.

"As far I can see, nothing especially objectionable is going on now," he declared. He urged that radio commentators should avoid "overdramatization" and lauded the voluntary steps taken by the several industries during the crisis. He mentioned particularly he did not want to see anything in the nature of a recurrence of the Orson Welles episode, pointing out that in these times it could bring serious consequences.

Wartime Use of Radio

CANADA'S war department, Ministry of National Defence, starts on Oct. 17 a weekly series of 15-minute talks entitled *Canada's Fighting Services* to be carried on the full Canadian Broadcasting Corp. national network in English and French. The series was announced at Ottawa by Prime Minister Mackenzie King, who said "a distinctly useful purpose would be served by these talks in that the people of Canada could thus be kept informed, as far as it is possible, of the work devolving upon the Department of National Defence as a whole and of the progress which was being achieved." The first of the talks will carry introductory remarks by Defence Minister Norman McL. Rogers. In addition to this weekly series the CBC will carry an actuality broadcast on Oct. 27 titled *A Day In The Life Of A Recruit.*

Detrola Sponsors Lewis

FULTON LEWIS jr., Washington news commentator, will be sponsored on a partial MBS network starting Oct. 23 by Detrola Corp., big Detroit radio manufacturer. He will be heard Mondays, Wednesdays and Fridays, 7-7:15 p.m. and 10:30-10:45 p.m., on about 10 stations of the network, including WOR, Newark, and WGN, Chicago, in the latter period. He will continue on a sustaining or local sponsorship on all other stations of the Mutual Network at 7-7:15 p.m.

Regal Shoe Adds Davis

REGAL SHOE Co., New York, will sponsor Elmer Davis, CBS war news analyst, three quarter-hours weekly on WABC, New York, beginning Oct. 15. Programs, broadcast 6:30-6:45 p.m., Monday, Wednesday and Friday, will augment the company's sponsorship of Drew Pearson and Robert S. Allen, authors of *Washington Merry-Go-Round*, on a national scale over MBS. Cecil & Presbrey, New York, is the Regal agency.

ASCAP Starts Retaliations By Filing Infringement Suits

KGIR and KGVO Named in Criminal Actions; Buck Names ASCAP Committee to Study Radio Angle

INFRINGEMENT suits, filed early in October by a number of the publisher members of ASCAP against the owners of KGIR, Butte, and KGVO, Missoula, constitute the first retaliation of ASCAP to the civil and criminal actions brought against it by the Montana broadcasters. As ASCAP has been enjoined from doing business in the State, under a Montana law passed largely through the efforts of the broadcasters of the State, the suits were brought by individual publishers and not by the Society itself.

Suits against Mosby's Inc., owner of KGVO, and A. J. Mosby, were filed in the U. S. District Court in Missoula by Harms Inc., charging seven alleged infringements; Leo Feist Inc., charging five infringements; Santley-Joy-Select Inc., for four; Chappell & Co., for five, and Irving Berlin Inc., for six. In the suits against E. B. Craney and KGIR Inc., filed in the Federal District Court in Helena, nine infringements are charged by Harms, five by Berlin and four by Chappell.

ASCAP Names Committee

This action by these publishers followed close on the heels of the attempt of New York detectives to arrest Gene Buck, ASCAP president, and other officers of the organization on bench warrants issued in Montana, charging criminal conspiracy. Mayor LaGuardia halted the police before any arrests had been made [BROADCASTING, Oct. 1]. Although similar warrants had been issued for officials of NBC and CBS, no attempt was made to serve them, it being explained that statements had been sent to Montana authorities asserting they were not guilty of the charges. Refusal of ASCAP executives to send such statements led to the request for their arrest.

Following a meeting of the ASCAP board on Sept. 28, Mr. Buck appointed a committee to study the radio situation and report back to the board. Its members are Irving Caesar, Deems Taylor, Walter Fisher and Herman Starr, the latter head of Warner Bros. music companies. Reports that this committee had been appointed to negotiate with the NAB Copyright Committee were labeled erroneous by John G. Paine, general manager of ASCAP, who told BROADCASTING that "this committee will function entirely within the Society" and that "there is no plan to name any committee to meet with the broadcasters, those negotiations to be carried on in the future as they have been in the past by Mr. Buck, Louis Frohlich, ASCAP attorney, and myself."

The Festival of American Music, eight concerts presented in Carnegie Hall the week of Oct. 1 in celebration of ASCAP's 25th anniversary, was broadcast by WNYC, New York's municipally-owned station, via transcriptions made at Carnegie Hall and broadcast on the afternoons following. This was necessary, as WNYC, which shares time, signed off before the concert time in the evening. WNYC carried all of the concerts except that of Friday evening, which featured swing bands having contracts that bind them to broadcast only for their sponsors.

Offer of the concerts to the major networks was referred by them to Samuel R. Rosenbaum, chairman of the Independent Radio Network Affiliates, for the reaction of his members. He in turn put the question up to his board, a majority of which recommended accepting the programs on a sustaining basis if time was available. The Wednesday night program was broadcast on NBC-Blue and the Saturday afternoon concert on NBC-Red. Neither CBS nor MBS broadcast any of the concerts, although MBS had planned to carry the swing concert but was prevented by the exclusive contracts of the featured bands.

And Then Came Radio

An elaborate Festival program, containing the ASCAP membership roll and portraits of its most famous members, also contains articles by E. C. Mills, chairman of the executive committee, and Mr. Paine, which do their bit to spread the ASCAP doctrine. "With the advent of radio broadcasting as public entertainment and the tremendous and spectacular growth of its popularity," writes Mr. Mills, "composers and authors were almost economically destroyed through a change which occurred in the musical habits of the people. Sales of sheet music and phonograph records rapidly declined. The craving of the people for melody came to be satisfied by radio with the result that royalty income to creators from the normal source of sheet music and phonograph record sales almost disappeared."

Describing the reluctance of the broadcasters to pay for the right to use copyrighted musical works until, through litigation, "the right of the composers and authors to reasonable payment from broadcasters for the use for profit of their copyrighted compositions was sustained," he concludes: "Our Society seeks the most equitable means of making it possible for them [authors and composers] to live comfortably — by protecting them in their lawful rights and collecting for them their infinitesimal portion of the enormous profits made by commercial users of their products in enterprises, which but for the availability of music, could not be successfully operated."

Similarly Mr. Paine in his article, titled "Advancement of Culture", states that ASCAP "in the most practical manner possible is keeping alive the creation of music in the United States. The process by which this is done is a simple one. We make those commercial enterprises that use the music of our members in the profitable conduct of their business pay for that right and the money which we collect we give to the men and women who create as a reward for their creation and as an encouragement to their continuation.

"We are abused grossly by those from whom we collect money. The dance halls, the taverns, the theatres, the broadcaster and like commercial enterprises, charge us with being a monopoly, heap epithets upon us in the hope that they will make repugnant to the American people the very existence of the American Society, but we fear them not, for on our side and walking hand in hand with us is the right and the knowledge and the conviction that the preservation of the Society and its continuation is necessary if American musical culture is to be preserved and America's musical future assured."

Publishers Syndicate

"A fire? Okay, Lady, soon as the Reds finish this inning!"

ASCAP Oversight

IF REPORTS emanating from ASCAP's Musical Festival, commemorating its 25th anniversary, are correct, its collective face must be red. During the "swing" concert featuring such maestros as Paul Whiteman, Fred Waring and Glenn Miller, the hit *Sunrise Serenade* was played at least three times. It is a composition published by Jewel Music Co., a member of the Society of European Stage Authors & Composers (SESAC); not ASCAP.

Pure Oil Buys Spots

PURE OIL Co., Chicago, has added twice-weekly 50-word spots on 35 of the 39 CBS stations carrying the thrice-weekly *Kaltenborn Edits the News* series. The series is sponsored Mondays, Wednesdays and Fridays, and is aired sustaining Tuesdays and Thursdays. Following the sustaining programs, spots have been purchased on a 52-week basis on WADC WWNC WGST WRDW WAPI WCHS WBT WDOD WCKY WBNS WOC WHIO KDAL WDNC WMMN WTAQ WBIG WMFG WNOX WREC WCOC WQAM WCCO WSFA WLAC WDBO WPAR WDBJ WTOC WDAE WHLB WJNO WSJS WFBM WWVA, Wheeling, and KRNT, Des Moines, were recently added to the network for the series. Leo Burnett Co., Chicago, handles the account.

Groundwork Laid For NAB Music

Draft of New Concern Drawn At Meeting Held Oct. 5

REPORTING "encouraging progress" in laying the groundwork for the new $1,500,000 Broadcast Music Inc. project, Neville Miller, NAB president, declared Oct. 12 that practically all of the initial details had been worked out and that he looked forward to a "going concern" operation within a relatively short time.

At a meeting in New York Oct. 5, members of the Broadcast Music board met with Sydney M. Kaye, special counsel, and approved the draft for the corporate organization. Papers have been filed with the Secretary of State at Albany and registration with the Securities & Exchange Commission in Washington is being perfected.

Paid Head Sought

Meanwhle, the quest for a paid head for Broadcast Music is being continued. President Miller has interviewed a number of individuals in the music publishing field and it is possible an appointment will be made at the next meeting of the corporation's board. The name of Samuel R. Rosenbaum, president of WFIL, Philadelphia, advanced a fortnight ago, is understood to have received endorsement in several quarters but it is by no means certain that he would accept the post.

Once the SEC registration is completed, NAB directors in the 17 geographical districts will schedule regional meetings, to be addressed by President Miller and perhaps other members of the Broadcast Music staff. The plan is to complete the circuit of NAB districts and procure from stations commitments to Broadcast Music of 50% of their payments to ASCAP in 1937. At these meetings, broadcasters will be told of the detailed plan to establish the independent music corporation as a means of introducing competition in the copyright field.

It is expected these district meetings will get underway in late November or December, according to Mr. Miller. Because existing ASCAP contracts expire at the end of 1940, it was pointed out that time is of the essence in perfecting the project.

For Greeting Cards

HALL BROTHERS Inc., Kansas City (Hallmark greeting cards), on Oct. 29 starts *Tony Wons Radio Scrapbook*, thrice-weekly quarter-hour live program on WMAQ, Chicago. The series will follow the program theme formerly used by Mr. Wons on CBS and will be aired on WMAQ, Tuesdays and Thursdays, 12:30-12:45 p. m. (CST), Sundays, 3-3:15 p. m. The deal was set by Frank Ferrin, radio director of Henri, Hurst & MacDonald, Chicago agency which recently got the account.

McKENZIE MILLING Co., Quincy, Mich. (pancake flour), on Oct. 16 starts a five-weekly 15-minute dramatized serial titled *All in the Family* on WOWO, Fort Wayne, Ind. The transcribed serial will be followed in a few markets with spot announcements, it is understood. John H. Dunham Co., Chicago, handles the account.

Baseball Carried By 238 Stations

Cincinnati Pickup Explained By Crosley Corp. and MBS

THAT the Crosley Corp., whose president, Powel Crosley Jr., is owner of the Cincinnati Reds, did not carry the World Series games on its two broadcasting stations in Cincinnati, WLW and WSAI, was perhaps the strangest situation developing from the broadcasting of that major sporting event of the year, on a special MBS network, sponsored by Gillette Razor Co. A statement explaining the matter was issued by James D. Shouse, vice-president of Crosley, saying that "permission to carry the World Serits broadcasts on WSAI was denied, even though we offered to make no charge to the Gillette Razor Co. or MBS."

MBS Explanation

MBS also issued a statement to the effect that its offer of the series to WLW had been rejected. "To furnish organized baseball and the listeners with facilities that would provide the next widest coverage," the network continued, "the facilities of WKRC were secured . . . . Mutual does not have an affiliation with WSAI." In an earlier release, MBS stated that "up to game time, only six stations offered in the United States refused the Mutual network and Gillette's offer to carry this stirring climax to America's National Pastime. Thus listeners in the areas of Phoenix, Ariz.; Billings, Mont.; Utica, N. Y., and Binghamton, N. Y., may not receive directly the 1939 World Series between the Cincinnati Reds and the New York Yankees."

A total of 238 stations in the United States, Hawaii and Canada carried the exclusive MBS broadcasts of the series, won in four straight games, played Oct. 4-8, by the New York Yankees. Shortwave stations WRUL, Boston, and WGEA, Schenectady, also broadcast the event.

Mr. Shouse's Statement

The Shouse statement follows:

"The Crosley Corp., operators of WLW and WSAI, take this opportunity to state their deep regret at being unable to supply their audiences with play-by-play descriptions of the World Series games. We consider this to be particularly unfortunate in view of the fact that for the first time in 20 years, Cincinnati's own team was a participant.

"Station WSAI has for many, many seasons brought complete play-by-play descriptions of all baseball games. However, permission to carry the World Series broadcasts on WSAI was denied, even though we offered to make no charge to the Gillette Co. or the Mutual Broadcasting System, who purchased the exclusive broadcast rights from the Commissioner of Baseball. WLW was offered the broadcast of the World Series, but inasmuch as the games were sold this year on a commercial basis we did not desire to break long-term contracts entered into with other advertisers in order to carry advertising for a World Series sponsor. WLW also was offered at no cost for the Series games occurring on days when WLW was available.

"WSAI will resume the broadcasting of baseball games for the entire season of 1940. In making this announcement we do not wish to imply any criticism of the arrangements which have been made, but have merely felt that our listeners are entitled to an explanation of the situation."

ALL WARMED UP to describe the World Series play-by-play for MBS listeners, under sponsorship of Gillette Safety Razor Co., this trio—(1 to r) Red Barber, Stan Lomax and Bob Elson—were on hand every game of the Series with their scoresheets and special "baseball" mike. The novel microphone (in Barber's hand), was designed by J. R. Poppele, WOR chief engineer. Its base is shaped like a home plate, the standard is a miniature baseball bat, and the mike itself—one of the non-directional, wide-angled "eight-ball" variety—is enclosed in an enlarged replica of a baseball. The bat is aluminum and the housing is spun aluminum alloy. The instrument was constructed in the WOR shop.

Gas Assn. Budget

ASSOCIATION of Gas Appliance & Equipment Mfgrs., New York, has approved a budget of $110,000 for 1940 promotion of "CP" gas ranges, double the 1939 budget. The campaign, divided into spring and fall drives, will tie in with the national campaign of American Gas Assn. Radio, used extensively in the past, probably will be included. The account is handled direct.

Major Music Publishers Protest Plan Of RCA to Demand Fee for Recordings

A GROUP of Music Publishers Protective Assn. members has entered the lists along with the broadcasting industry against the proposed plan of RCA to license stations to broadcast phonograph records. Lining up with the performing artists and the musicians in protest against this move of RCA's, the music publishers have notified the broadcasters that licenses given recording companies by copyright owners to record their numbers do not include the right to license their use on the air.

The following letter, signed by Harry Fox, agent and trustee, was sent Oct. 12 to all radio stations, following a meeting of the publisher group at the New York headquarters of the Music Publishers Protective Assn.:

"We have seen the proposal of certain manufacturers of commercial phonograph records to grant to radio stations licenses to broadcast such records. Inasmuch as this association (MPPA) represents a great many publishers whose copyrighted works are involved, we wish to advise you that any such proposal is not authorized or sanctioned by our members. The recording licenses granted to the record manufacturers by the copyright owners do not give them the right to demand from you license fees for the broadcasting of phonograph records."

Three Intervene

MPPA, by this action, becomes the third organization to intervene in RCA's attempt to issue licenses to broadcasters covering the use of phonograph records on the air, not including the NAB, which persuaded RCA to postpone the effective date of its licenses from Oct. 1 to Dec. 1 [BROADCASTING, Sept. 1].

National Association of Performing Artists, organization that provided the defense in the RCA-Whittman suit in which the Court found that RCA has the right to limit the use of its records if it so desires, notified broadcasters in August that RCA has not been authorized to collect royalties on behalf of NAPA members and at the same time told RCA that it would "legally resist" its attempts to license stations.

In September the American Federation of Musicians entered the picture by notifying all AFM members that any assignment of rights in phonograph records to the manufacturing company without consent of the AFM would mean the immediate loss of union membership [BROADCASTING, Oct. 1]. Amplification of this ruling and an explanation of how the union expects to apply it are expected to be issued by the AFM executive board during its next meeting, which will be held in New York beginning Oct. 17.

Possibility of Ban

Meanwhile the question has been raised as to whether such action by the AFM would not be a violation of its contracts with the network affiliates and the nonnetwork stations, both of which were predicated on the promise of the AFM that it would not restrict the use of transcriptions and phonograph records by stations employing the agreed quota of AFM members. The contract drawn up by the union and the committee representing nonnetwork stations specifically provides that any station upon entering into the agreement with the local union "is granted full rights to . . . broadcast electrical transcriptions and phonograph records."

Refusal on the part of AFM to permit its members to assign their rights in phonograph records to RCA might make it necessary for the company to withdraw its license and to issue instead an order prohibiting the broadcasting of any of its records. The phonograph record manufacturers have consistently denied ever deriving any profit from the use of their records in broadcasting, and it is believed they would probably be willing to eliminate the practice altogether unless they are to be allowed to collect a reasonable fee from the broadcasters for its continuance.

If the AFM does not intend to block the licensing efforts of RCA and the other record manufacturers, but instead plans to insure its members getting some extra payment for the broadcast use of the records they helped to make it is probable that such extra payment will have to come from the broadcasters.

Similarly, if the MPPA insists on an extra payment, that too will probably be passed along to radio. However, since the stations are already paying ASCAP for the privilege of broadcasting copyright music there is serious doubt as to whether another payment to MPPA would not mean paying twice for the same thing.

FINAL INSTRUCTIONS from Robert A. Schmid (right), MBS sales promotion manager, are given Western Union Messengers, dressed in baseball outfits, before they start their trot around Gotham to deliver the jigsaw puzzle souvenirs promoting the exclusive MBS-Gillette broadcasts of the 1939 World Series. The full-color puzzle, reproducing a Currier & Ives lithograph titled "The American National Game of Baseball—Grand Match for the Championship at the Elysian Fields, Hoboken, N. J.", was delivered in an envelope "from Gillette . . . to Mutual . . . to You."

Fly Sees President

FCC CHAIRMAN James Lawrence Fly conferred with President Roosevelt Oct. 13 for nearly an hour regarding FCC affairs generally. While he made no comment following the conference, Mr. Fly is understood to have given the chief executive a progress report on Commission affairs since he assumed its helm six weeks ago.

AFM Pickets Force Shutdown, WPEN Recruits a New Staff

Refusal of Musicians to Enter Definite Pact Leads to Release of Staff Orchestra

AFTER a day-and-a-half of enforced silence occasioned by refusal of CIO announcers, engineers and other employes to break through an AFM picket line, WPEN, Philadelphia, returned to the air Oct. 11 with non-union help.

The strike grew out of a refusal of AFM headquarters or the Philadelphia local to enter into a definite contractual arrangement for union musicians based on the standard form entered into with independent stations, with the result that the staff orchestra was released, according to Harold A. Lafount, general manager of the Bulova radio interests.

As BROADCASTING went to press Oct. 13, the station was still being picketed by the musicians but negotiations were to get underway the following day. AFM headquarters in New York had invited WPEN officials to confer with them and with officials of the Philadelphia local.

Mr. Lafount declared that when the station staff refused to break through the picket line Oct. 10, it became necessary to recruit engineers, announcers and other office help, which was promptly done. There has been a minimum of disturbance to station operations and accounts, he said, since its return to the air.

Adjustment Refused

The burden of the $42,000 per year contract for musicians was so onerous, Mr. Lafount declared, that the station lost money in 1938 and, based on the present outlook, will also be in the red in 1939. The contract was entered into three years ago by John Iraci, then owner of the station, before the industry had negotiated the standard form of contract with AFM.

Subsequently, independent stations negotiated a national contract offered to all stations which provided for an expenditure of 5½% of the station's gross to hire union musicians. The contract, however, carried a clause that no station could spend less for musicians than it was disbursing at the time. WPEN, under the 5½% provision, would have disbursed only about $12,000 per year as against the $42,000 figure.

When WPEN sought to have the local union (No. 77) in Philadelphia alter its contract on the basis of the industry-wide arrangement, the local responded that it had no jurisdiction. The question then was submitted to Joseph N. Weber, president of AFM, who likewise disclaimed jurisdiction. The upshot was that for the last year WPEN has retained 14 musicians on a week-to-week basis but under the salary provisions of the original contract.

Because of the failure of AFM to adjudicate the question and because the sum was far in excess of WPEN's ability to pay, Mr. Lafount said that Arthur Simon, manager of WPEN, on Oct. 7 advised the musicians that the station henceforth would operate without a staff orchestra. There was no question involved regarding wages and hours and the controversy grew out of the refusal to revise the contract.

Picket Line Started

On the following morning, Mr. Lafount related, a picket line was thrown around both the WPEN studios and the transmitter. Because AFM is an American Federation of Labor union, while other station employes belong to CIO unions, it had been implied there would be no general strike. Technicians, announcers and production men, belonging to CIO unions, reported for duty on Sunday and Monday but on Tuesday morning refused to break through the picket lines. Notice was given the station Monday night to that end and the station was therefore unable to open the following day.

So far as known, the WPEN case is the only instance of labor controversy growing out of the AFM contracts forcing shutting down of a station. All other independent stations, it is understood, are operating on the basis of the 5½% of gross scale.

Singing Breaks

THERE'S no monotony about station breaks on KIRO, Seattle. Singing breaks, suggested by Billy Reuter, technician, are performed by a quartet. "Columbia's Voice in Seattle" is one break, sung to the tune of *Columbia, the Gem of the Ocean.* After a kiddie program comes this: "Little Jack Horner sat in a corner next to his radio; he stuck in this thumb, pulled out a plum, and said I've got KIRO." Staff members collaborate in writing the breaks, which are scheduled in appropriate spots.

WPEN now is controlled by Arde Bulova, New York watch manufacturer, who acquired it with FCC approval several months ago. Mr. Lafount is a minority stockholder.

On Oct. 9, R. E. Shipp, president of Local No. 28 of the American Communications Assn., CIO union, announced that at a general assembly meeting the local had agreed to "respect the picket line" of the AFM local at WPEN. He asserted ACA is a CIO union affiliate and is the representative union of all the engineers, announcers and production employes employed at stations in the Philadelphia area.

Radio Censorship in Europe Described; German System Called Most Efficient

WHILE the censorship imposed on correspondents by Europe's warring nations is extremely strict, American newspaper and radio men have more latitude than during the last war, in the opinion of John Gunther, Pierre Van Paassen and Hilmar Baukhage, NBC war commentators just returned to America from London, Paris and Berlin, respectively. Conditions in each country were described in a roundtable discussion led by John B. Kennedy on the Blue network Oct. 7.

German censorship, according to Baukhage, is as efficient as German military operations. "They realize that they'll get a lot better deal out of the whole thing if they treat you sort of humanly," he said, "and if they're going to amputate some of your most glowing periods they're going to give you a little anaesthetic in doing it. Their whole treatment is one of absolute cooperation. Why, they turn over an office to you, they give you carbon paper to make up the books of five copies and sometimes a little refreshment is brought in.

"The worst censor, you know, is not the fellow that cuts out most of your stuff, but the one who won't let you know how much he's going to cut or when it's going to come back. That's where the Germans have it well organized. You know what you can do and you can count on your copy being done in time. It's an efficient machine."

Quite a different picture of censorship was given by Van Paassen. In Paris, he said, "the broadcaster had to present himself three hours before the delivery of his talk at censorship headquarters and produce three copies of his intended comments. The speech was read by several functionaries representing the War Ministry, the Ministry of the Interior and the Ministry of Finance. If approved by all three, a set of stamps and seals was affixed to the document and the broadcaster was allowed to depart, but with the warning that some official would be listening to his talk and that at the slightest deviation from the approved text the broadcast would be shut off."

One evening, Van Paassen said, he had prepared a broadcast dealing with the personal reactions of men leaving for the front and their relatives as he had seen them at railway stations, mentioning "the anguish, the despair, the heart rending scenes of parting." The French censor killed the whole script, telling Van Paassen that he'd seen wrong, that there was no weakness but only determination and resolution. Calling this "pretty rigid censorship", Van Paassen added that all this was before war had actually been declared. "As soon as hostilities opened, the French put a ban on interpretative broadcasts by foreigners and designated native Frenchmen to take our places," he explained.

In London, according to Gunther, radio reporters were "rather severely limited as to what news we could send, but we were quite free to interpret what little there was almost any way we wanted. But we didn't have to get there three hours ahead and we didn't have to have any number of scripts. One scribbled manuscript was enough." Describing some of the trouble caused by inefficient censorship by people "who obviously didn't know a newspaper from a hole in the ground," Gunther went on to say that those were for the cable correspondents and that in contrast the radio censors were mostly trained experts who did all they could to help the correspondent get his story out, as long as he steered clear of military information, such as the state of the weather, which might advise the enemy that conditions would be good for an air raid.

Accounting Group Changed by NAB

Lucy Named as Wilder Quits; Questionnaire Is Sliced

APPOINTMENT of a new Accounting Committee, headed by C. T. Lucy, general manager of WRVA, Richmond, was announced Oct. 12 by NAB President Neville Miller, with the retirement of Col. Harry C. Wilder, president of WSYR, Syracuse, from chairmanship of the group.

Mr. Lucy

Col. Wilder relinquished the post upon completion of protracted negotiations with the FCC Accounting Department on financial, program and other questionnaires. The form of the 1939 financial questionnaire, developed after intermittent conferences during the last year, awaits formal approval of the Commission itself after substantial agreement between the NAB Committee and the FCC Accounting Department.

Slated to go out to stations early this month, the questionnaire has been held in abeyance until formal Commission ratification is forthcoming, now expected by Oct. 24. It is in an 18-page form, compared to a 27-page document sent out last year to cover 1938 fiscal operations of stations. It will cover the calendar year 1939 and must be filed with the FCC by March 1, 1940 [BROADCASTING, Sept. 15].

Standard Log Sought

Other members of the Accounting Committee to serve with Chairman Lucy are H. W. Batchelder, WFBR, Baltimore; N. L. Kidd, WSYR, Syracuse; Earl J. Gluck, WSOC, Charlotte; Harry F. McKeon, NBC auditor; S. R. Dean, CBS assistant treasurer; E. M. Spence, NAB secretary-treasurer, who serves as committee secretary.

The new committee, it was stated, probably will meet late this month to complete a standardized form of station log meeting all of the requirements set forth in the new FCC rules and regulations which became effective Aug. 1. Many stations, particularly smaller units, have suggested adoption of a uniform log meeting all FCC requirements.

In boiling down the FCC financial questionnaire form to an 18-page schedule, both the NAB committee and the FCC chief accountant, William J. Norfleet, feel that an effective cooperative job was done. When the conversations began, a form with some 160 pages was projected. Items gradually were eliminated, consolidated and condensed with the result that the new form was produced.

Third Stipulation Signed by Agency

FTC Pacts Provide Revision Of Advertising Claims

THE Federal Trade Commission on Oct. 14 announced the third stipulation entered into by advertising agencies in recent weeks, the first agency stipulations accepted pursuant to the broadened powers of the Radio & Periodical Division under the Wheeler-Lea amendments to the FTC Act by which an agency is held jointly responsible with the advertiser-client for false and misleading advertising claims.

The agencies, all of which signed individual stipulations based on similar agreements signed by their clients, include Raymond Powell Co., Memphis; Ralph H. Jones Co., Cincinnati, and Van De Mark Advertising Inc., Cincinnati.

Agency Agreements

The Powell agency, first to enter a stipulation, accepted Sept. 12 by the FTC, agreed to stop making purportedly misleading advertising claims on behalf of "Blue Star Ointment", distributed by Star Products Co., Houston, Tex., which also signed a similar stipulation. Ralph H. Jones Co., in its stipulation, agreed to discontinue allegedly misleading representations in advertising a fruit juice product distributed by Kroger Grocery & Baking Co., Cincinnati, which also signed a separate stipulation.

The Van De Mark stipulation, announced by the FTC Oct. 14, covered the agency's agreement to discontinue certain representations in advertising "Floradex", a medicinal preparation distributed by Harold T. Maloney, trading as Floradex Co., Columbus, O., who previously had entered into a similar stipulation.

The FTC also has filed complaints, alleging violation of the Robinson-Patman Act in the sale of tobacco products, against P. Lorillard Co., New York; Brown & Williamson Tobacco Corp., Louisville; R. J. Reynolds Tobacco Co., Winston-Salem; Larus & Bro., Richmond; Liggett & Myers Tobacco Co., New York; Stephano Bros., Philadelphia, and Philip Morris & Co., New York. In another complaint filed recently by the FTC, Lady Esther Ltd., Chicago, was charged with the dissemination of misleading representations in the sale of "Lady Esther Face Cream". The complaints grant respondents 20 days for filing answers.

Among other stipulations announced by the FTC, Luxor Ltd., Chicago, agreed to cease certain representations for its "Luxor Special Formula Cream".

Noxzema, Pet Sponsor Trout

NOXZEMA CHEMICAL Co., New York, which recently dropped the *Professor Quiz* program on CBS, returned to that network Oct. 10 with a thrice-weekly five-minute news program by Bob Trout for Noxzema Greaseless Cream. During the football season the Saturday broadcast is heard between halves of Ted Husing's descriptions of football games. Pet Milk Sales Corp., St. Louis, also is sponsoring Trout's five-minute reviews as an added feature on the Mary Lee Taylor program, heard on 57 CBS stations, Tuesdays and Thursdays, 11-11:15 a. m. Ruthrauff & Ryan, New York, is agency for Noxzema, and Gardner Adv. Co., St. Louis, for Pet Milk.

Court Test of 'Musico' Program Seen As Post Office Finds It Objectionable

TEST case in the courts on *Musico*, a Friday night half-hour program on WGN, Chicago, and WMBD, Peoria, Ill., appears likely following a ruling by the U. S. Post Office Department the week of Oct. 9 that the program is objectionable under the lottery laws. The opinion was given at the request of the postmaster of Wyoming, Ill., a small town in the primary area of WMBD.

Sponsored by National Tea Co. on WGN and by Kroger Stores on WMBD, *Musico* is scheduled to continue on both stations. It is understood that it may be dropped from WMBD following the broadcast of Oct. 20, although the cancellation could not be confirmed at H. W. Kastor & Sons Adv. Co., Chicago agency handling the accounts.

The radio game was invented by John H. Farwell and is owned by Clef Inc., Chicago. It was tested on WROK, Rockford, Ill., during the summer and started on WGN Sept. 22. Patterned after bingo, *Musico* is essentially a song identification game. Cards ruled into 25 squares, five to a row, are distributed at the stations and at the stores of the sponsoring firms.

Each square contains the name of a song. Players check off the titles they recognize as the studio orchestra plays the tunes. When a horizontal row of five squares is checked all the way across the player "Musicos". Three of the rows are designated as "money rows" and cash prizes are given. The remaining two rows win baskets of groceries.

How Prizes Are Offered

On WGN, the "money rows" offer prizes of $25, $50 and $75 to the first listener who correctly completes the particular row mentioned on the broadcast and phones the station. Since every card distributed has at least one row that can be filled, the WGN trunk lines are jammed as soon as the tunes are played. For those who correctly complete the "money rows", but are unable to get their phone call through to the station a cash prize of $100 is offered if they send in their cards with a slogan concerning the sponsor. From these cards and slogans a winner is chosen by a board of slogan experts. On WMBD, those listeners who have had winning cards but who couldn't get their calls through have been turning in their cards and slogans at local Kroger stores. On WGN, potential winners in this group have been mailing in their cards.

The program has had phenomenal listener interest since it started. More than a million cards were distributed by National Tea stores in Chicago the second week of the broadcast, according to the agency. On the second broadcast 10,000 phone calls were received at WGN and 50 girls operate the switchboard at present. Since it started on WGN Sept. 22, more than 5,000 prizes have been given, including cash and merchandise.

Should a fraud order forbidding the use of the mails be issued by the Post Office Department, it is understood that the Department will be enjoined and a test case started. Opinion of Chicago radio and advertising men is that *Musico* does not constitute a lottery. The elements of a lottery appear to be some element of chance, the offering of prizes and some legal consideration on the part of the participant. Skill is required by listeners to *Musico* and a considerable knowledge of music is necessary to identfy the selections played. Prizes are, of course, offered on the show but the listener pays no legal consideration, for the cards are given to him gratis by the station and the stores for the asking. In some quarters, however, it is contended that the mere phone call constitutes "consideration." The so-called "bank night" in theatres was considered a lottery in several States because the participant had paid admission to the theatre, which was held sufficient legal consideration.

Pacific Coast Agencies Start Meeting Oct 26

"TIME, Space and Dollars," will be the subject of a talk by Archibald M. Crossley, head of Cooperative Analysis of Broadcasting, New York, radio program evaluator, at the annual convention of the Pacific Council, American Association of Advertising Agencies. Mr. Crossley will speak at the two-day meeting to be held at Del Monte Hotel, Del Monte, Cal., Oct. 26 to 27, according to August J. Bruhn, vice-president of McCann-Erickson, Los Angeles, and chairman of Pacific Council. Agency men will be joined by guests on the second day and radio executives from all over the Pacific Coast are expected to attend.

Other officers and governors of Pacific Council include W. H. Horsley, Pacific National Adv. Agency; Dan B. Miner, Dan B. Miner Co.; David M. Botsford, Botsford, Constantine & Gardner; Fred T. Weeks, Brewer-Weeks Co.; Terrell T. McCarty, The McCarty Co.; Don Belding, Lord & Thomas; Fred W. Meyer, Dan B. Miner Co.; Philip J. Meany, Philip J. Meany Co.; and H. A. Stebbins, Erwin, Wasey & Co.

KWKH Tests 50 Kw.

TEST operation during daytime of the new 50,000-watt plant of KWKH, Shreveport, began early in October, and it is now planned to begin fulltime operation with the new power the week of Oct. 22, according to Jack McCormack, manager. A Western Electric transmitter has been installed with a full half-wave ground system on a 32-acre site. Three Truscon radiators, each 481 feet high, complete the installation, which was directed by Chief Engineer W. E. Antony under the supervision of Paul Godley, consulting engineer.

Jewel Stove on KQV

JEWEL STOVE Co., Detroit (gas ranges), has started five weekly participations on KQV, Pittsburgh. It is understood that the test may be expanded. Holden, Graham & Clark, Detroit, handles the account.

BATTEN, BARTON, DURSTINE & OSBORN has moved its Hollywood offices to larger quarters at 6331 Hollywood Blvd.

Radio Is Included In Agenda of ANA

Media Expenditure, Consumer Research to Be Discussed

NEVILLE MILLER, president of the NAB, and D. P. Smelser of Procter & Gamble Co., will represent radio at the 35th annual convention of the Association of National Advertisers to be held Oct. 25-28 at Hot Springs, Va., at which special emphasis will be placed on facts pertaining to the consumer research movement.

First day of the meeting will be a closed session devoted to a discussion of association affairs. Paul B. West, ANA president, will preside. Reports will be given under the chairmanship of A. T. Preyer, Vick Chemical Co. by the following: Newspaper, J. O. Carson, H. J. Heinz Co.; outdoor advertising, D. H. Odell, General Motors Corp.; magazine, Gorden E. Cole, Cannon Mills; advertising production, P. C. Handerson, B. F. Goodrich Co.; radio, Mr. Smelser; Government relations, George S. McMillan, ANA secretary.

On Oct. 27 scientific methods of determining advertising expenditures will be considered under the sponsorship of the Advertising Research Foundation, founded by the ANA and the AAAA. Speakers in the different media fields will be: Mr. Miller on radio; Edwin S. Friendly, *New York Sun*, on newspapers; Richard Compton, president of Compton Adv. Co., on "What is the Meaning of the Advertising Research Foundation?"; Curwin Fulton, president of Outdoor Advertising, on outdoor advertising, and William B. Warner, president of NPA and *McCall's*, on magazines.

Last day of the convention will be devoted to amusement with a show by the Adribbers Club under the direction of Douglas Meservey of NBC.

BROAD CURB URGED FOR DRUG CLAIMS

MORE STRINGENT regulation of claims made by food and drug advertisers in their radio commercials was advocated by the Association of Food & Drug Officials, at their 43d annual convention in Hartford, Conn., late in September.

Representing State food and drug boards, the officials contended that some of the claims made in radio advertisements, if included in written advertisements or on labels, would be considered law violations. The group was instrumental in securing amendment of the Wheeler-Lea act at the last session of Congress, invoking more rigid regulation in these fields.

Milton P. Duffy, chief of the California Bureau of Food & Drug Inspection and president of the Association, asserted that in his view "the detrimental effect of radio in broadcasting misleading information is in direct violation of the Food, Drug & Cosmetic Act." Dr. George R. Cowgill, of Yale University School of Medicine, asserted that the "general impression" conveyed in the radio advertising in these fields is "usually erroneous". He suggested that radio advertising copy be given the same legal status as newspaper or magazine advertising, observing that in his opinion statements over the radio have thus far escaped regulation.

NO MANCHESTER IND JOURNAL
THURSDAY APRIL 27 1939 WEEKLY

SIDNEY STUDENTS VISIT CHICAGO

The juniors and seniors of the Sidney school, together with some of the teachers, visited Chicago Monday, the trip taking the place of the junior and senior reception. There were 16 seniors, 24 juniors, and adults were Mr. and Mrs. T. G. Weaver, Josephine Miller, Louise Ireland, and Chloe Borseth. They made the trip by train. They visited the Chicago post office, Board of Trade tower where they saw the board of trade open, Shedd aquarium, Planetarium, Field Museum, Art Institute, several department stores, W. L. S. broadcasting station. The final feature was a sightseeing bus ride through the loop.

MIDLOTHIAN (ILL.) MESSENGER
FRIDAY SEPT 22 1939 WEEKLY

Mr. and Mrs. Percy Barnes and son Richard, of Milwaukee, had dinner with the George Fischers Saturday and later in the evening went to the WLS barn dance in Chicago.

WESTVILLE IND INDICATOR
THURSDAY MAY 18 1939 WEEKLY

Seniors Take Trip To Windy City

The Senior Class of the Westville High school were guests of Mr. and Mrs. Paul Stangle and Mr. and Mrs. Earl Reed, on a trip to Chicago, to-day (Thursday).

While in Chicago they were to visit the Brookfield Zoo, WLS radio station, Chinatown and other places of interest.

Those attending the trip were: Don-

FULTON ILL JOURNAL
FRIDAY JULY 7 1939 WEEKLY

Misses Mabel Ottens and Eunice DeWeerdt, Henry and Alvin Norman spent Tuesday in Chicago visiting the Brookfield Zoo and also the WLS broadcasting station.

RIVERDALE ILL. POINTER
THURSDAY APRIL 20 1939 WEEKL

True Reformed Church, 139th street, Monday evening, April 24, at 7:30 o'clock.

Jane Veld, Cora Van Der Bilt, Jo H. De Young, Jay J. De Young and Marie Mulder left at 4 o'clock Saturday morning for WLS. After visiting WLS until noon, they went to the circus at the stadium. All enjoyed a wonderful day.

The South Holland cub scouts, pack 9, will meet at the Roosevelt school, Thursday, April 27, at 7:30. All cubs.

SYCAMORE ILL REPUBLICAN
SATURDAY JUNE 17 1939 WEEKLY

Mayfield

Mrs. Harold Patterson attended the broadcast at WLS radio station Chicago Tuesday afternoon when an account of the year's work of the DeKalb County Home Bureau was given. Venus Johnson home advisor, Mrs. Joe Masterson of Clare, and Mrs. Schoonmaker of Genoa told interestingly of how they had been advised by a state instructor and taught the cutting and fitting of pattterns and making of clothing so that they had been

MINONK ILL NEWS DISPATCH
THURSDAY MARCH 9 1939 WKLY

fects of drinking gasoline.

Irvin Bauman, Illinois champion corn husker, and his wife, of Eureka, accompanied by Mr. and Mrs. Curtis Steffen, left for Chicago last Saturday morning, returning home Sunday night. While there they attended the WLS Barn Dance, where Mr. Bauman talked about corn husking over the radio.

The Herald-Tribune of Sarasota

RUSHVILLE, ILL., NEWS
WEDNESDAY JUNE 21 1939 WKLY

RADIO STAR ENTERTAINED AT CURRY SPILLERS HOME

One of the most popular stars of the WLS radio broadcast, "Chick" Hurt, of the Prairie Ramblers, his wife and daughter, Nancy Jo, of Chicago, were guests of honor at a dinner at the home of Mr. and Mrs. Curry Spillers, Sunday, and a number of guests were present for the occasion.

Those present were: Mr. and

NORTHBROOK ILL NEWS
FRIDAY APRIL 14 1939 WEEKLY

Entertain Radio Artists

Mr. and Mrs. Fred Schmidt of Sunset Ridge road had as their Easter day dinner guests Blaine and Mom Smith, well-known WLS radio stars.

THESE newspaper personals have been clipped recently by the WLS publicity department. Read each one and you will quickly understand why WLS is "one of the family" in Mid-West homes.

No trip to Chicago is complete for any WLS listener without a visit to the studios. And in return, the latchstring is always out for WLS stars when they make personal appearances in any city, town or village of the WLS Four-State Primary Area.

This confident friendship between WLS personalities and their hosts of listener friends results in closer co-operation between WLS listener-buyers and WLS advertisers.

WLS

THE PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, *President* — GLENN SNYDER, *Manager*

National Representative:

JOHN BLAIR & COMPANY, *New York, Chicago, Detroit, Los Angeles, San Francisco*

TALL CORN, tall tale and proper background for Clark A. Luther, KFH, Wichita, whose lugubrious story of a broken cornstalk is not only depicted herewith but recounted in his telegram to Joe Maland, WHO, Des Moines, published in adjoining column. KFH thereby eliminates itself from the Tall Corn Contest and agrees to send prize-winning left hams to the Governors of Iowa and West Virginia.

Ford Dealers Use Spots To Promote New Models

FORD DEALERS of Des Moines are broadcasting the complete Iowa U football schedule on WHO, that city. Ford Dealers of Kansas City have started sponsorship of the Missouri U schedule on KMBC, that city. It is understood that dealers in St. Louis will soon choose a station to air a schedule of local college football games. In addition, Ford dealers in various cities will sponsor an extensive spot campaign this fall. McCann-Erickson, Chicago, is agency.

Ford Motor Co., Detroit, recently ran a special eight-day campaign for its new cars using eight announcements on Larry Elliott's *The Rising Sun* program, heard daily from 6:35-7 a.m. on WABC, New York, McCann-Erickson, Detroit, placed the account.

Ford Dealers, through McCann-Erickson, Detroit, are not using quarter-hour programs as incorrectly stated in the Oct. 1 BROADCASTING. The list of stations as carried in the Oct. 1 issue was incorrectly included in the Ford item because of an error in telegraphic transmission. The list actually referred to the Mantle Lamp Co. spot campaign.

Jack Howard's New Duties

JACK HOWARD, president of Scripps-Howard Radio Inc., is dividing his time between radio and newspaper activities since his appointment as assistant to John H. Sorrells, executive editor of the Scripps-Howard newspapers. He will handle his newspaper duties in addition to his duties as head of the organization's radio interests.

QUIN RYAN, manager of WGN, Chicago, has started the fifth year of his *Marriage License Bureau Romances*, thrice-weekly quarter-hour series on MBS from the Cook County License Bureau.

TALL CORN AND TALL TALES

Maize Sweepstakes Ends in Conceded But Grudging Victory for WHO's Iowa Entry

Editor's Note: Joe Maland, originator of Iowa's Tall Corn Contest, sponsored annually by WHO, appointed us 'Korn Kounsellor' in the WHO-KFH-WCHS sweepstakes, just ended. It was an honor highly esteemed, but we're more than glad the ultimate decision didn't rest with us as proposed by Mr. Maland. WHO's competitors, as the following correspondence will disclose, have conceded honors to Iowa, wherefore they will, according to the contest terms, send their States' choicest specimens of ham to Iowa's Governor:

MOST Noble Korn Kounsellor:

We received the following telegram from Clark Luther, of KFH, Wichita, admitting that Iowa has the tallest corn with a mature ear in the WHO-WCHS-KFH Tall Corn Contest:

"Have sad story to tell. Our prize specimen with two mature ears also busted like WCHS entry only worse. Farmer lugging it in exposed stalk inadvertently to Kansas breeze which blew away 3 feet, 2½ inches from midsection cutting length to *15 feet four inches.* We are too proud to ask acceptance. Our next best specimen 13 feet 8 inches. Must yield to Iowa entry with thyroid trouble. Broken hearted. Hams get going. Congratulations. Hoping for better luck next year."

As this will require good judgment on your part, let me review briefly the situation. We conducted our Tall Corn contest in connection with the Iowa State Fair, requiring all entries to be in by Aug. 23, which as you know is right in the middle of the growing season. *The winning entries were tall corn with a mature ear 18 ft. 2½ in. and tall corn with an ear, but immature, 23 ft. 10¾ in.* Six of the leading agricultural experts in the State were judges so there was rigid enforcement of the rules that stalks should not be broken and pasted together in order to get extraordinary length and, also, that it should be a fully matured ear. From years of experience we have found that other States can raise tall stalks but can not raise corn at the same time. The trick is to pinch the budding ears and let all the nourishment from the soil be used for raising the stalk.

Mr. Maland

The W. Va. Challenge

About that time, WCHS challenged us with a Tall Corn Contest, which we accepted, subject to the rules and regulations of the Iowa Tall Corn contest, copy of which is enclosed. They terminated their contest about Sept. 23, which gave them an additional thirty days in order to attain height. We, of course, have no objection to this handicap because we know that West Virginia must import all their black soil from either Iowa or Minnesota (that great State from which you came—and so did I).

We received a telegram from J. B. McLaughlin, West Virginia Commissioner of Agriculture, inquiring as to the admissibility of broken stalks, to which we advised him that broken stalks were not admitted in our contest. His reply was that the stalk was broken in taking the curves on their crooked roads. This, of course, is possible and we did not want to voice the suspicion that it consisted of two stalks of corn tied together. Their broken stalk entry measures 18 ft. 9½ in. We have no definite assurance as to whether it had a fully matured ear or not. In the event that it had an ear, but not fully matured, we, of course, would like our entry of 23 ft. 10¾ in. to be considered.

It looks to me like it will require a man of superior judgment, like yourself, to settle the problem.

J. O. Maland,
Vice-President,
WHO, Des Moines.

* * *

Korn Kounsellor, BROADCASTING:

West Virginia asks no quarter, and although our broken stalk measures 18 feet 9½ inches when put together, we will not embarrass our competitors by asking admission of this specimen. We are not suggesting sabotage but we understand some folks from Iowa and Kansas registered at our leading hotel recently. Watch our smoke next year, however! And we are going to take extraordinary precautions against Iowa and Kansas. I should add that West Virginia's unbroken entry in our Tri-State Corn Sweepstakes measured 17 feet 9 inches. At least this tops Kansas.

Mr. Kennedy

JOHN A. KENNEDY,
President, WCHS,
Charleston, W. Va.

Illinois Central Spots

ILLINOIS CENTRAL RAILROAD, Chicago, on Oct. 15 was to start a live quarter-hour legendary drama titled *Cameos of New Orleans* on WMAQ, Chicago. The Sunday afternoon show is being transcribed by NBC and will be aired starting Oct. 22 on WOW KSTP WTAM WWJ WHO KSD WTMJ. The 26-week series will be broadcast on KSTP on Wednesdays; on WTMJ on Fridays, and on the other stations in late Sunday afternoon. Written by William Murphy, of the continuity department of NBC-Chicago, the program will describe historical scenes in New Orleans that may be visited today and will promote winter travel to the South via the Illinois Central. Caples Co., Chicago, handles the account.

IOWA TRAVELING Men's Assn., Des Moines, is sponsoring play-by-play broadcasts of the Drake U football games on KSO, Des Moines, with Gene Sumate and Paul Miner handling the pickups.

FROM this maze of maize, numbering hundreds of stalks and exhibited at the WHO booth at the Iowa State Fair, was chosen the winning entry of D. D. Hill, farmer of Batavia, Ia., in the third annual WHO-Iowa State Fair National Tall Corn Sweepstakes. Mr. Hill's entry stood 18 feet 2½ inches from ground level to highest tassel and was the tallest entry bearing a fully-matured ear, although the winner of the special prize for the tallest stalk, but without a fully matured ear, stood 23 feet 10¾ inches. Mr. Hill won $100 and the Col. B. J. Palmer trophy. Thirteen other prizes in the contest totaled $150 cash.

Blossom WHBU Partner

IN ORDER to equalize their shareholdings, Leo M. Kennett and Roy E. Blossom have arranged for transfer of two shares of stock in WHBU, Anderson, Ind., to Mr. Blossom, and application for authority to make the transfer was filed with the FCC Oct. 9. Mr. Kennett continues as manager of the station. Mr. Blossom, general manager of WFBM, Indianapolis, until its sale several months ago to the Bitner-Kaufman interests [BROADCASTING, July 15, Aug. 1] will not be active in the station's management but will continue as executive secretary of the Indiana Electric Ass'n.

WNBX to Keene, N. H.

THE FCC on Oct. 10 authorized WNBX, Springfield, Vt., to move to Keene, N. H., where it will continue operating with 1,000 watts fulltime on 1260 kc. With a new transmitter site, it is expected the removal will be completed within a few months. Studios will be maintained at Springfield. The station is controlled by Harry C. Wilder, operator of WSYR, Syracuse, and WJTN, Jamestown, N. Y., who also holds a construction permit for a new station (WTRY) to be constructed in Troy, N. Y.

Hartz Sunday Series

HARTZ MOUNTAIN PRODUCTS Co., New York (birdseed), which recently started a Sunday afternoon musical program on MBS [BROADCASTING Oct. 1], will soon start a series of 10-minute spot programs Sunday mornings and afternoons on an undetermined number of stations. George H. Hartman Co., Chicago, is agency.

"The Green Hornet"

Half-Hour Mystery Drama • Twice Weekly

A BIG TIME SHOW
With A National Reputation

• • • •

The Green Hornet is Known from Coast to Coast on sixty-four Stations

• • • •

And soon appears, as a Universal Moving Picture for Nation-Wide Showing

• • • •

Produced by the Creators of the Lone Ranger

• • • •

Tested and Proven as a Sales Builder

LIVE TALENT

or

TRANSCRIPTIONS

Write for Green Hornet Case History and Price for Your Market

KING-TRENDLE BROADCASTING CORP.

Stroh Building Detroit, Michigan

Three New Locals Authorized by FCC

Stations Granted in Syracuse, Fort Myers, Cordele, Ga.

THREE new stations were authorized by the FCC in decisions rendered Oct. 3, and a proposed finding favoring the authorization of a fourth was approved. The newly-authorized stations are all locals and will be located in Syracuse, N. Y.; Fort Myers, Fla., and Cordele, Ga. The proposed finding, which requires later ratification by the Commission, favored a new station in Fremont, Neb.

The Syracuse station, a fulltime 100-watter on 1500 kc., will be licensed to Civic Broadcasting Corp., of which T. Sherman Marshall, Syracuse advertising man, is president and chief stockholder. Vice-president is George E. Hughes, of New Rochelle, N. Y., and now in radio production for Shell Union Oil Co., who resigns to join the new project. Secretary is Lawrence Sobik, Syracuse attorney.

New Florida Outlet

The Fort Myers station, 100 watts night and 250 day on 1210 kc., will be licensed to Fort Myers Broadcasting Co., of which W. E. Benns Jr. is president; Mrs. W. E. Benns, vice-president and treasurer; R. Julian Skinner, director. Call letters will be WFTM.

The Cordele (Ga.) station, 100 watts night and 250 day on 1500 kc., will be licensed to Cordele Dispatch Publishing Co. Inc., publisher of the *Cordele Dispatch*. John W. Greer Jr., publisher, is president and 69% stockholder in the corporation. Call letters will be WMJM.

The proposed new station grant in Fremont, Neb., which will be made in routine unless exceptions are filed within 20 days, will go to the Nebraska Broadcasting Corp., and the assignment is 100 watts night and 250 day on 1370 kc. Directors and stockholders are Clark Standiford, former manager and part owner of KGFW, Kearney, Neb., 9 shares; A. C. Sidney, attorney, 5 shares; C. C. Marshall, retired nurseryman, 1 share; Earle J. Lee, attorney, 1 share; Arthur Baldwin, insurance and real estate, 1 share.

FCC Seeks Fund Boost

AN INCREASE of approximately one-third in its budget requirements for the 1941 fiscal year, which begins next July, has been proposed to the U. S. Budget Bureau by the FCC. The current appropriation is approximately $2,000,000, and it is understood the additional funds are sought primarily for personnel increases, more intensive supervision of telephone activities, and replacement of monitoring and technical equipment in the field.

Barbasol Test

WASEY PRODUCTS, New York, is planning a test campaign of transcribed announcements for Barbasol to start late in October on one Salt Lake City and one Indianapolis station. No further plans have been made, and the stations have not been selected as BROADCASTING went to press. Erwin, Wasey & Co., New York, is the agency.

WSAI BUYS TEAM
Then Sells Time to Sponsor For Nice Profit

THE unique spectacle of a radio station purchasing an equity in a professional football club, then selling the sponsorship of its games at a price considerably higher than it paid for its interest, was presented last month when WSAI, Crosley-owned station in Cincinnati, acquired what is practically control of the Cincinnati Bengals of the American League.

Powel Crosley Jr., owner of WLW and WSAI, who also is owner of the Cincinnati Reds championship ball team, did not buy the Bengals personally. Instead, the purchase was in the name of the station and was negotiated by James D. Shouse, Crosley vice-president, and Dewey H. Long, WSAI manager. Sponsor of the Sunday afternoon games is the local Model Shoe Co.

The Crosley interests thus become the second in radio to acquire a pro football team. George A. (Dick) Richards, chief owner of WJR, Detroit, with Leo Fitzpatrick, WJR executive vice-president and general manager, own the Detroit Lions of the National League, and also have an interest, along with John Patt, vice-president and manager of WGAR, Cleveland, in the Cleveland Rams of that league.

P & G Takes Over Show

PROCTOR & GAMBLE Co., Cincinnati (Oxydol), will soon start *What's My Name* on a network not yet selected. The show was formerly on CBS under Phillip Morris sponsorship and during the summer replaced the Fred Allen *Town Hall Tonight* spot on NBC-Red. It features Arlene Francis and Budd Hullick in a half-hour quiz program. Blackett-Sample-Hummert, Chicago, is agency.

HEAR YE! cried Colonial Network's peripatetic Towne Crier as he appeared on Boston streets at noon during the World Series to draw public attention to the Gillette-MBS broadcasts.

Patt Progress

ROBERT PATT, one of the five Patt brothers engaged in the radio industry, has been placed in charge of the newly-organized sales promotion department of WHN, New York. Mr. Patt was formerly with Free & Peters, New York, and Campbell-Ewald Co. of New York. John Patt is general manager of WGAR, Cleveland; Ralph Patt is general manager of WPAY, Portsmouth, O.; James Patt is director of public affairs of CBS in Cincinnati, and Fred Patt, the youngest brother, recently joined KCMO, Kansas City.

KFRC and KHQ Granted 5,000 Watts; Group of Locals Get 250 Watts Night

FIRST of the regional stations to be accorded 5,000 watts power day and night are KFRC, San Francisco, and KHQ, Spokane, which received the grants under the new rules and regulations on Oct. 3. At subsequent meetings, the FCC is expected to authorize similar grants where no engineering controversies are involved in accordance with the new rules which classify such stations in the 3-A category.

Adding to the group of more than 120 stations already authorized to use 250 watts power day and night, pursuant to the new rules, the FCC at its meetings Oct. 3 and Oct. 10 authorized additional grants in this new local station classification. Stations awarded the increases Oct. 3 are:

WBTH, Williamson, W. Va. (also authorized to increase hours from daytime to unlimited); WOLS, Florence, S. C.; KFDA, Amarillo; WMSD, Muscle Shoals; KSAN, San Francisco; KORE, Eugene, Ore.; KFPW, Fort Smith, Ark.; WBNY, Buffalo; WHBC, Canton, O.; WFOY, St. Augustine, Fla.; WROL, Knoxville; KONO, San Antonio; WFJB, Marshalltown; WOC, Davenport; KOVC, Valley City, N. D.; KYSM, Mankato, Minn.; KLBM, La Grande, Ore.; KGKB, Tyler, Tex.; KPLT, Paris, Tex.; WCBS, Springfield, Ill.; KCRJ, Jerome, Ariz.

At its meeting Oct. 10, the following stations were given 250 watts night power:

WGRC, New Albany, Ind. (also granted increase in hours from daytime to unlimited); WLNH, Laconia, N. H.; KTSW, Emporia, Kan.; KVNU, Logan, Utah; WENY, Elmira, N. Y.; WCOL, Columbus; WALR, Zanesville; KPAB, Laredo, Tex.; KOCA, Kilgore, Tex.; WEDC, Chicago; KWJB, Globe, Ariz.; KOOS, Marshfield, Ore.; WKBB, Dubuque, Ia.; WBRK, Pittsfield, Mass., KWNO, Winona, Minn.

WCOL, Columbus, in addition to its grant of 250 watts fulltime, was authorized to change its frequency from 1210 to 1200 kc.

SYD BROWN, Toronto, producer of *The Northern Messenger*, Canadian Broadcasting Corp. service during the winter to Canadians living in the Arctic, was presented with a sealskin rug by Miss Florence Hirst, a nurse at Pangnirtung, Baffin Island, when she arrived on leave early in October on the annual supply ship's return from the Arctic.

Station Transfers Receive Approval

Quick Action in Transfer to Poughkeepsie Paper

TRANSFERS of the ownership of five broadcasting stations were authorized by the FCC in decisions Oct. 3, all of which were reached without preliminary hearings in line with the new Commission policy to avoid unnecessary hearings and delay in routine cases.

Peter Goelet, owner and founder of WGNY, Newburgh, N. Y., 250 watts daytime on 1220 kc., was authorized to sell the station for $40,000 to the *Poughkeepsie* (N. Y.) *Courier*, a weekly newspaper. Application for the transfer had been filed on Aug. 29, and the speed of its grant indicated not only that newspaper acquisitions of radio stations are no longer an issue but that the Commission is resolved to clear its calendar of cases as rapidly as possible.

R. J. Laubengayer, owner of KSAL, Salina, Kan., and publisher of the *Salina Journal*, was authorized to transfer the station to a corporation known as KSAL Inc., in which he remains as controlling stockholder. Mr. Laubengayer recently sold his newspaper but continues as its publisher for the new owners.

Acquisition of 89.9% of the stock in KABR, Aberdeen, S. D., by H. C. Jewett Jr., wholesale grocer, already holder of 44.6% of the stock, was authorized. This application was also made Aug. 29. Mr. Jewitt acquires the additional stock in satisfaction of obligations on the station held by him in the amount of $67,600.

Sale of WCHV, Charlottesville, Va., a local, to John F. Arington Jr., formerly of WIOD, Miami, and Mrs. Arington, was authorized. They purchased the 61% interest held by Mrs. Hugh M. Curtler for $16,500.

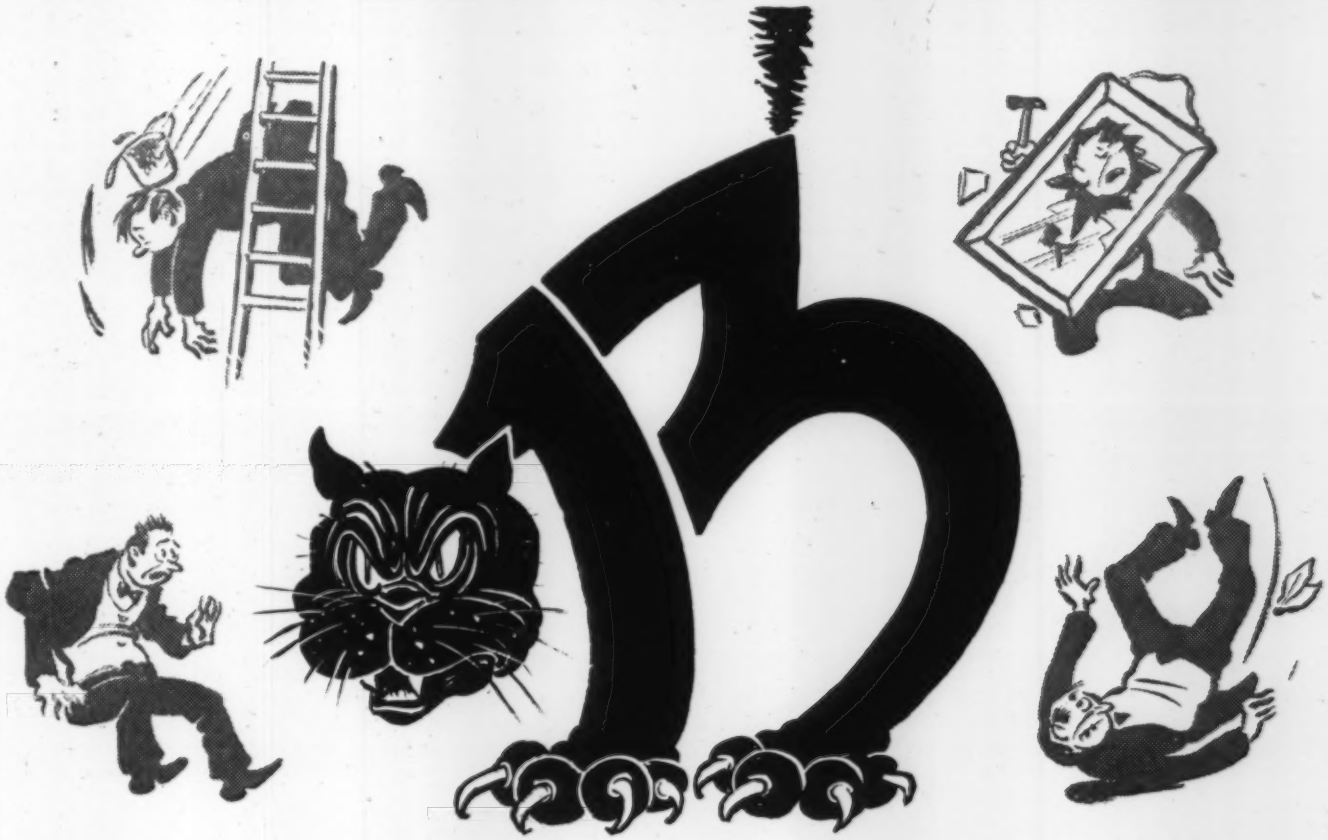
Transfer of WTMC, Ocala, Fla., new local which went on the air last July, from John T. Alsop Jr. to Ocala Broadcasting Co., was also authorized. Mr. Alsop, former mayor of Jacksonville, retains 99% of the stock as president of the corporation, with Fred S. Bugg as secretary-treasurer.

Cranberry List

AMERICAN CRANBERRY EXCHANGE, New York, from Oct. 26 through Dec. 17 will sponsor its annual campaign for Eatmor cranberries using four spot announcements weekly on the following stations: WFBR CFRB WTAM WBNS WJR WHIO WKRC WGN WIRE WMBD KSD WOC WMT WCCO KRNT KFJM WDAY KABR WNAX KSCJ WOW WDAF KFBI KOAM WFAA WBAP KLZ KSTM KFI and KSFO. Agency is BBDO, New York.

Kellogg Participations

KELLOGG Co., Battle Creek, Mich., on Sept. 18 started a 13-week campaign for All-Bran Flakes using three to five weekly participations in women's programs on WAPI WBZ-WBZA WGN WCKY WGAR KLZ WHO WJR KPRC KFI KSTP WJZ KDKA WHAM WGY KMBC. Kenyon & Eckhardt, New York, handles the account.



UNLUCKY 13?

September 1939 was the 13th month of operation of the St. Louis Star-Times Radio Station, KXOK. We're not superstitious, however, because in September we received the largest volume of new advertising contracts of any month the station has been on the air. Advertisers who plan to use radio in St. Louis this fall and winter would do well to make their KXOK reservations now.

91,260 TELEPHONE CALLS

During the first twelve days of a brand new locally created program, KXOK received 91,260 measured telephone calls—details on request.

This enormous audience response is available for your advertising message to the rich St. Louis Area.

KXOK

Owned and operated by the St. Louis Star-Times. 1000 Watts—Full Time—1250 kc. Nationally represented by WEED & COMPANY, New York, Detroit, San Francisco and Chicago.

The Announcers Have a Word for It

But No Matter How It's Pronounced Some Listeners Will Object

By WILLIAM CABELL GREET
Associate Professor of English
Barnard College, Columbia University

RECENTLY on the key station of one of the networks an announcer pronounced Trieste to rhyme with "feast", Danzig to rhyme with "fan-zig", and the Pittsburgh Pirates as if spelled "parts". These three errors that marred the late evening news broadcasts may offend the fastidious, but most listeners probably will have a tolerance for one or more of them. A professor may regard them as typical of different sorts of linguistic error to which announcers are liable.

Two of these errors are "spelling pronunciations" of limited or no

currency and the other is dialectal. Yet none of these is so serious an error as a ridiculous attempt to give a foreign pronunciation to an English word. (Tiber, Munich, and Copenhagen are English words.) We expect an announcer to use the pronunciations of a well-educated American who is familiar with the subject.

Tricks of the Tongue

We can sympathize with the announcer's difficulty when we realize this hypothetical American man-of-the-world has to be on speaking terms with more subjects than any real person ever has been. In addition, the announcer is badgered by purists. For example, he must say "program" to rhyme with "ham", while everyone else in radio pronounces it "progrum". He is asked to pronounce Debussy as French, a feat which will throw almost every American from the cadence of his sentence.

An announcer's greatest financial return comes when he is working on commercial programs that present few difficulties of pronunciation. As a cub on sustaining programs with scripts linguistically difficult, he may hardly see the use of taking all the pains necessary to becoming competent in English speech and not too awkward in pronouncing names in French, German, Italian and Spanish (and other languages of a world at war). He sees the pot of gold in being a gagman or a stooge in a radio-vaudeville skit.

The two ideals, of course, are not incompatible. Several of the best commercial men I know are extremely competent in pronunciation.

The broadcasters have encouraged listeners to expect the best English from announcers, but they have not given as much sober thought as they should have to the problems involved. Very few stations have the necessary dictionaries available for the use of announcers. Scripts very often, especially news releases, come to the announcer so late he has no time to check with the dictionaries.

Dictionary Difficulties

As a matter of fact, most people in radio don't know how to use dictionaries, and we may as well confess that the critical apparatus of dictionaries is difficult, especially when the most recent information on pronunciation so often appears in prefaces in minute type. The best chance for improvement, I believe, lies in urging everyone interested in radio to study the English language from what is called academically a linguistic point of view. It is not as disagreeable a pill as you would think from the label.

The announcer is, of course, kind of an actor, and it is difficult for most actors to speak naturally—that is, like ordinary folk. They may play a part well, but without a part and this side of the foot-

lights their speech is likely to ring false and pretentious. Mark an actor's speech when he serves as his own master of ceremonies in a radio performance. The announcer has no footlights and no part on which to lean. Most announcers and directors agree that he should try to create the effect of being a genuine and pleasant, but forceful fellow citizen. While an actor characterizes and caricatures, an announcer usually tries to present himself as an unobstrusive, yet interesting, personality of the air. He has to be an ordinary fellow, for his lines are only introductory to characters and personalities of the program.

The announcer is on the side of the audience. When an announcer has only this role of introduction and yet tries to make a more dramatic figure of himself, he often suggests a hand-ringing butler or a gentleman so fine he is superior to his hearers, or at the other extreme, a sideshow or carnival spieler. To appear in mufti is as difficult a task for an actor as for a uniformed official. And that is the announcer's job.

Listeners are the arbiters of an announcer's success, and they have not hesitated to criticize. The criticisms usually are of two kinds: The announcer either does not pronounce a word correctly, or he speaks a highfalutin' unreal English with a so-called "British accent". Letters from listeners usually make the first criticisms, and editorial writers and columnists the second.

Unfortunately, these two criticisms tend to neutralize one another. When announcers attempt to speak correctly rather than idiomatically, they speak an artificial language which, like the mule, has neither pride of ancestry nor hope of progeny. If they take the columnists' score to heart and revolt against the puritan demand for a schoolbook language, they make errors.

Most listeners nowadays will sympathize with an announcer who is in revolt against the pseudo-correctness and the insincere voice of the typical announcers of the 20's, who were encouraged in their fake culture by the Academy's medal for good diction over the air. But, first of all, listeners want an announcer to be correct. To be idiomatic is probably a better ideal, for correctness implies a straitjacket and dullness. As I listened to programs at the rate of 600 a month, I found that on one in ten the announcer used a questionable pronunciation that was at least worth bringing to his attention.

The variety of material an announcer must handle is so great that he must simply rely upon authorities and try to speak well. Americans generally need to know more about the English language—the spoken language. Any group of graduates of American colleges and universities will have studied

almost every subject under the sun except spoken English and the history of the language.

H. L. Mencken has asked: "Why don't American colleges teach their students how to use the big dictionary? Any newspaper reporter knows how, but few if any students."

Using the Dictionary

Mr. Mencken's criticism of college students is just, I believe, whether or not reporters know how to use the apparatus of the dictionary.

The unabridged dictionary is a difficult volume. Linguistic distinctions are fine, it is hard to describe and illustrate them concisely and it is still harder for one without special training and practice to understand many of the distinctions. For indicating pronunciations there is no completely satisfactory phonetic alphabet, and those commonly employed by American dictionaries are very difficult for an inexperienced person to interpret.

Until 1934, with publication of the "Guide to Pronunciation" in the second edition of *Webster's New International Dictionary*, there was no volume that gave authority for many common American pronunciations—pronunciations distinguished speakers use and that an announcer must use if he is not to hamstring his speech and appear affected or foolish. In the meantime other excellent dictionaries, with revised pronunciations, are appearing—among them a new edition of the *Thorndike Century Book*, designed

(*Continued on page 62*)

FOR TWO YEARS Dr. Greet was speech advisor for CBS. And in that capacity he was probably radio's most thorough and comprehensive listener. Twenty times a day he would drop the work at hand to listen with critical ear to CBS programs, checking the delivery and pronunciation of the network's announcers. Later, at conferences with the announcing staff, he would point out faults and make suggestions. But, despite his far-flung reputation as an authority on speech, Dr. Greet, also lecturer at Bryn Mawr and editor of *American Speech*, is wholeheartedly against pedantry or anything that savors of pedantry. In the remarks that follow he outlines some of his general conclusions and gives some valuable tips—which may serve the public as well as they do members of the radio announcing profession.

USING WOR ONLY,

AN ADVERTISER

TRIPLED HIS SALES

IN ONE WEEK

AND ADDED 640

RETAIL ACCOUNTS

IN 9 WEEKS

A typical sales success from WOR's file of more than 60 success stories—the greatest collection of success stories ever gathered by one station.

Cooper, Cottone Appointed to FCC

Two Federal Attorneys Given Positions on Legal Staff

TWO NEW appointments to the Law Department of the FCC, effective Oct. 15, were approved by the Commission Oct. 3 on recommendation of William J. Dempsey, general counsel.

Mr. Cooper

Robert M. Cooper, special assistant to the Attorney General and FCC liaison in the Department of Justice, was named principal attorney. Benedict Peter Cottone, lawyer on the staff of Civil Aeronautics Authority, was designated senior attorney.

Mr. Cooper, who is 31, recently was assigned to a study of the Government's anti-trust suit against ASCAP pending in the New York Federal courts. He has specialized in communications and broadcast matters, however, with such cases as the Western Union-Postal merger assigned to him. It is expected he will continue his departmental studies at the FCC and presumably specialize in litigation earmarked for Supreme Court consideration.

Federal Careers

Mr. Cottone worked under General Counsel Dempsey and Assistant General Counsel William C. Koplovitz while they were with the Federal Power Commission. He was on the special telephone staff of the FCC under Special Counsel Samuel V. Becker during its AT&T investigation several years ago. Since his graduation from Yale Law School in 1934, he has been employed by Securities & Exchange Commission, Department of Justice, Power Commission and Civil Aeronautics Authority. He is a native of Brooklyn and took his undergraduate work at Cornell.

Mr. Cooper, it is understood, will participate in the handling of litigation in connection with pending petitions of the FCC to have the Supreme Court review decisions of the U. S. Court of Appeals for the District of Columbia involving fundamental jurisdictional issues. A number of new cases are earmarked for possible appeal to the highest tribunal to settle the jurisdiction of the lower court and the broad question of economic interest in radio litigation.

Mr. Cooper has been with the Department since he left school in 1934, joining it as special attorney. The following year he was named special assistant to the Attorney General, which post he has retained since. He has specalized in defending and enforcing orders of the administrative branch of the Government and in recent months in anti-trust work. A native of Philadelphia, Mr. Cooper took his undergraduate work at the University of West Virginia and graduate work at the University of Wisconsin, specializing in public utility regulation and management. He received his juris doctor's degree from the University of Michigan in 1934.

It is understood no final determination has been reached by the Department in connection with revival of prosecution of the ASCAP monopoly suit in New York, dormant for nearly four years. Mr. Cooper undertook study of the case under instruction from Assistant Attorney General Thurman Arnold, in charge of anti-trust work.

Mr. Cooper has collaborated with the FCC in handling a number of communications cases. He is a member of the Inter-Department Radio Advisory Committee for the Justice Department.

Soap Firm to Expand

LOS ANGELES SOAP Co., Los Angeles, to introduce Sierra Pine Toilet Soap, thru Raymond R. Morgan Co., Hollywood, on Oct. 2 started using three transcribed one-minute dramatized announcements weekly on KFI KNX KPO and KSFO in a 13-week campaign. Other stations will be added. Announcements feature Ted Bliss, announcer, and were cut by Recordings Inc., Hollywood, under direction of Cyril Armbrister, agency producer.

Gillingham Heads FCC Press Staff

TVA Publicity Director Goes To Commission on Loan

GEORGE O. GILLINGHAM, public relations director of Tennessee Valley Authority, on Oct. 16 joins the FCC in a similar capacity under a temporary three-month assignment during which he will be on leave from TVA. Borrowed at the suggestion of James Lawrence Fly, FCC chairman and former TVA general counsel, Mr. Gillingham is one of Washington's best known Government press relations officials.

While the appointment is on a "loan" basis, Mr. Gillingham may be appointed permanently in the near future. He may be designated assistant to the chairman in charge of public relations. This post has been vacant since M. L. Ramsay, press man of Rural Electrification Administration, who served temporarily under the former Chairman Frank R. McNinch, resigned several months ago. C. Alfonso Smith, assistant to Mr. Ramsey, who has been serving temporarily as head of the press section, is expected to return shortly to his regular post with the Soil Conservation Service.

Newspaper Career

With TVA since its creation in 1933, Mr. Gillingham is a former New Jersey and Pennsylvania newspaperman. He was born in Baltimore 43 years ago. He served as reporter on the *Newark Star Eagle*; Question Box Editor, *Newark Sunday Call*; covered Northern New Jersey for three Philadelphia dailies, and served as ship-news reporter in New York. He was associate editor and later managing editor of *Pathfinder* magazine, during which time its circulation rose from 550,000 to 1,320,000 weekly, and contributed to *Golden Book, Saturday Evening Post, Current History, Bookman, New Yorker* and *Esquire*, among others.

Mr. Gillingham is chairman of the publications committee of the National Press Club and edits the *Goldfish Bowl*, official organ of the Club. He is a past commander of the National Press Club Post of the American Legion.

Back in Washington

ASSIGNED to his old stamping grounds in Washington is Edward F. McGrady, vice-president of RCA in charge of Labor and Public Relations. Designated Washington coordinator, Mr. McGrady on Oct. 4 established headquarters in the Trans-Lux Bldg., where NBC is housed, as coordinator of all RCA and subsidiary activities. Former Assistant Secretary of Labor, he is a member of both RCA and NBC boards. Frank Mullen, RCA vice-president in charge of publicity and advertising, who heretofore has spent considerable time in Washington, will concentrate his attentions in New York, because of pressure of headquarters activities and by virtue of his recent appointment as Coordinator of Television for RCA.

Dunn to Get Medal

GANO DUNN, president of J. G. White Engineering Corp. and Cooper Union and member of the boards of directors of RCA and NBC, will receive the Hoover Medal, "awarded by engineers to a fellow engineer for distinguished public service," according to announcement by a board of awards representing national societies of civil, mechanical, electrical and mining and metallurgical engineers. Medal will be presented to Mr. Dunn under the auspices of the American Institute of Electrical Engineers, of which he is past president, at the AIEE convention in New York next January.

MBS Cooperative

COOPERATIVELY sponsored MBS program, *Show of the Week*, which returned to the air Oct. 1, is sponsored on nine Mutual stations to date, with more sponsors to be added throughout the year. Sponsors and stations are: Howard Clothes, New York, on WOR, Newark, WAAB, Boston, and WFIL, Philadelphia; Ungles Baking Co., Salt Lake City, KSL; Weinberger Drugs Co., Columbus, WHKC; Cherner Motors, Washington, WOL; Nashville Gas & Electric Co., Nashville, WSIX; Coca Cola Co., New Albany, Ind., WGRC, and Mano-Swartz Furs Co., Baltimore, WBAL.

SATEVEPOST STORY LAUDS LONE RANGER

THE *Lone Ranger*, most widely broadcast program on the air, originated by WXYZ, Detroit, was the subject of a feature article in the Oct. 11 issue of *The Saturday Evening Post*, written by J. Bryan III, associate editor. Titled "Hi Yo, Silver", the article is the first behind-the-scenes story of the origin and development of the King-Trendle feature and marks the first time the celebrated weekly has devoted a special article to a single radio program.

The story is profusely illustrated with photographs, one of which is the first out-of-character picture of Earle Graser ever released for publication. Graser plays the *Lone Ranger* role on the air.

The article relates how the *Lone Ranger* program was conceived by George W. Trendle, president of King-Trendle Broadcasting Corp., owners of WXYZ, and traces its meteoric success. Fran Striker, author of the serial, is described as America's most prolific writer. Mr. Bryan spent several days in Detroit interv.ewing Messrs. Trendle, Striker and Graser, and other members of the WXYZ staff to procure first-hand information.

Two years ago *Life Magazine* devoted a two-page spread of pictures to the program activities of WXYZ, with particular emphasis on the *Lone Ranger*.

Macfadden Dispute

ARGUMENT over censorship between Bernarr Macfadden and NBC [BROADCASTING, Oct. 1] continued right up to and past the final broadcast of *True Story Time* on the Blue network, Oct. 3. Script submitted for the final program contained a discussion of neutrality which NBC rejected as controversial and so improper on a commercial broadcast. Network, however, offered the publisher a sustaining spot the following evening in which to air his views. When Mr. Macfadden, who was confined to his bed with injuries sustained in an auto accident, found he would be unable to come to the studio, NBC offered to run lines to his bedside or to provide an announcer to read the message, but these offers were declined and the program cancelled.

Bauer & Black Test

BAUER & BLACK, New York (medical supplies), off the air for the last year, has returned with a half-hour Saturday night quiz show on WCCO, Minneapolis, titled *Quiz of Two Cities*. Copy promotes all of the firm's products and as many individual small items are mentioned as is possible. It is understood from reliable sources that should the WCCO test prove successful the show will be extended to a national network. Ruthrauff & Ryan, Chicago, handles the account.

Spots for Broadway Shows

ANNOUNCEMENT advertising for two current Broadway productions has been placed on New York stations by Donahue & Coe, of that city. For "Abe Lincoln in Illinois" spot announcements emphasizing the new price scale, with tickets at $1 top, are used on WQXR and WEVD. "The Little Foxes", sophisticated comedy, is plugged in announcements broadcast Saturdays on WOR immediately preceding the football broadcasts.

7th Anniversary!

Pioneer News Editor of the Southwest!

Seven years and yet a "granpappy" as far as radio news is concerned! Ken Miller, KVOO News Editor, came to KVOO in 1932, with a complete background of newspaper experience, most of it gained on the City Desk. Ken fought the battle of early day news gathering and helped in the formation of radio's own news gathering agencies. He has had a hand in every major development in radio news, serving once as Vice President of the Association of Radio News Editors and Writers.

Today, Ken Miller's News has the largest audience of any feature offered by Oklahoma's Most Powerful Station. A few words from Ken and the mail pours in. His latest offer, a colored war map for 15c, swamped the KVOO Mail Department with thousands of letters.

The KVOO News Department is the only one in Oklahoma carrying the full, daily wire reports of International News Service and the only News Department in the Southwest carrying both International News Service and Trans-Radio Press Service, as well as maintaining its own State Capital Bureau. Whether it be with news or some other feature, cover Oklahoma's Greatest Market through KVOO. 25,000 watts. Unlimited time. Both N. B. C. Networks.

EDWARD PETRY AND COMPANY, Inc.
National Representatives

O & M CHIEF ENGINEERS of CBS met in New York headquarters late in September for their annual conference with their chiefs. Front row (l to r): W. B. Lodge, engineer in charge of radio frequency division; Henry Grossman, eastern division operations engineer; Frank B. Falknor, central division operations engineer; E. K. Cohan, director of engineering; A. B. Chamberlain, chief engineer; L. H. Bowman, western division operations engineer. Second row (l to r): G. L. Davis, KMOX, St. Louis; J. L. Middlebrooks, engineer in charge of transmitter construction; J. J. Beloungy, WBT, Charlotte; J. M. Tiffany, WKRC, Cincinnati; P. K. Baldwin, WEEI, Boston; H. A. Chinn, engineer in charge of audio frequency division; H. S. McCartney, WCCO, Minneapolis; J. D. Parker, network engineering assistant; G. C. Hutcheson, engineering assistant, radio frequency division; C. M. Hunt, of WJSV, Washington outlet for the Columbia network.

Dole Staff Named

HAWAIIAN PINEAPPLE Co., San Francisco (Dole Pineapple Juice & Gems), on Oct. 11 replaced Phil Baker's *Honolulu Bound* with *Al Pearce & His Gang* on 63 CBS stations, Wednesday, 8-8:30 p.m. (EST), with West Coast repeat, 9-9:30 p.m. (PST). Bradford Browne, recently transferred to Hollywood from the New York office of N. W. Ayer & Son, agency servicing the account, is producer of the weekly program. He handled the show for N. W. Ayer during its Ford sponsorship. Ben Ward, manager of the agency's Hollywood office, is director. Bruce Fouche is in charge of publicity. Writing staff includes Monroe Upton, for many years with Pearce; Art Phillips, formerly scripter for Jack Benny and Jack Haley; and Don Prindle, who wrote comedy for the recent Joe Penner radio series. Jack Hasty continues to write the *Eb & Zeb* sketches. Beside Pearce, the cast includes Billy House, comedian; Don Reid, tenor, and Bill Wright. Carl Hoff has the orchestra. A guest artist is featured each week. H. L. McClinton, head of N. W. Ayer & Son, New York radio department, was in Hollywood for start of the series.

General Foods V-P's

GENERAL FOODS SALES Co., New York, has named four new vice-presidents, each to have charge of the merchandising of a group of the company's products, as follows: Mrs. E. B. Myers, former director of the consumer service department, merchandising manager of Calumet Baking Powder, Swansdown Cake Flour, Sanka, Kaffee Hag, Certo and Sure-Jell; Clarence E. Eldridge, formerly a vice-president of Young & Rubicam, New York, merchandising manager of Post-Toasties, Post's Bran Flakes, Grape-Nuts and Flakes, Huskies, Whole Bran Shreds and Post-O; Ray M. Schmitz of the merchandising department, manager of Jell-O, Jell-O ice cream mix and powder, Minute Tapioca and Minute Puddings; and James Ingram 3rd, former assistant to the vice-president in charge of sales planning, merchandising manager of Instant Postum, Postum Cereal, La France, Satina and Log Cabin Syrup.

Fly Praises Industry for War Policy; Record in WMCA Proceeding Studied

COOPERATION of the broadcasting industry since the outbreak of hostilities abroad was described Oct. 9 as "an excellent example of industrial self-regulation" by FCC Chairman James Lawrence Fly.

Discussing the neutrality situation in general, the FCC Chairman said the Commission was observing closely all phases of radio and communications activities and was generally gratified over the status of industry activity. Efforts of licensees of international broadcast stations to draft their own self-regulation code as a means of avoiding unneutral acts, also were cited by the Chairman.

Meanwhile, the FCC was studying testimony in the case involving revocation proceedings against WMCA, New York, for alleged violation of the Communications Act in connection with purported interception of code messages from Germany or Great Britain [BROADCASTING Sept. 15]. Because of the absence from the city of several members, it was doubted if formal action would be taken before the Oct. 17 or 24 meeting.

Studying the Record

The record adduced at the all-day hearing Sept. 27, at which WMCA categorically denied wilful violation of the statute, is being studied by members. Little likelihood of drastic action is foreseen, based on the record, although a sharp warning to stations and possibly a reprimand to WMCA are possible.

It is understood several members of the Commission felt strongly on the matter. Based on the record, however, actual revocation proceedings were considered too extreme. There is the possibility, however, that the entire matter, including the *Herald-Tribune* participation as the actual operator of the equipment which intercepted the transmissions, might be turned over to the Department of Justice for further study and possible prosecution. The question to be determined is whether there actually was a technical violation of Section 605 and if that is affirmatively determined, whether the FCC has any discretion under the statute itself.

In some official quarters, it was felt the worst accusation against WMCA was that it exercised bad judgment and that the "scoop" trade paper advertising was ill-advised and inaccurate. Since the original citation, the war hysteria has subsided considerably insofar as radio is concerned, by virtue of voluntarily imposed self-regulation within the industry. Consequently, feeling has bogged down considerably, particularly since there have been no diplomatic complaints, so far as known, because of the purported interceptions.

Published reports of the internal fighting and seething controversy in the FCC have been disclaimed by Commission members. Since Chairman Fly took office Sept. 1, it is reported, internal activities have been harmonious, although there have been expected differences on policy matters. Any semblance of a "crack down" attitude on the part of the FCC insofar as the broadcasting industry is concerned, likewise was disclaimed. It was reiterated that there is no intention on the part of the FCC to invoke neutrality regulations unless there is provocation.

After Radio

THE SHOW must go on, but radio comes first. At least that's how it works out on Broadway this fall. "See My Lawyer," starring Milton Berle, has moved its Saturday evening curtain time up from 8:45 to 9:15 because Mr. Berle is also starred on the Quaker Oats Co. program *Stop Me if You've Heard This One* on NBC-Red from 8:30-9 p. m. Saturdays. Similarly, "Streets of Paris" is delaying its opening time on Fridays so that Abbott and Costello, who are in the revue's opening scene, may retain their spot on the last quarter-hour of *Kate Smith's Variety Hour*, on CBS from 8 to 9 for Grape Nuts.

Plans to Build Studios In San Francisco Are Again Pondered by NBC

WITH transfer of A. E. Nelson, formerly NBC New York sales manager of the Blue Network, to San Francisco as manager of KPO-KGO, [BROADCASTING, Oct. 1], plans have been revived for the building of new executive offices and studios in that city.

This was revealed in early October when Mr. Nelson, enroute to San Francisco, spent several days in Hollywood conferring with Don E. Gilman, NBC western division vice-president. Several locations in downtown San Francisco have been scanned, but the most likely site is that on the corner of Stockton and Sutter Streets. Present San Francisco studios have been housed in the 111 Sutter St. Bldg. for 12 years and are the oldest now in use by NBC. Setup is obsolete, and NBC executives believe it advisable to erect a new plant rather than revamp the present quarters.

Lloyd E. Yoder, formerly manager of KPO-KGO, was scheduled to take over his new duties as manager of KOA, Denver, on Oct. 15. Robert H. Owen will remain as assistant manager. Mr. Nelson, at one time, was manager of KOA.

New Technical Building Planned by KFI-KECA

A NEW BUILDING to house the engineering and research division of KFI-KECA, Los Angeles, is being erected in the rear of the former KEHE quarters at 141 N. Vermont Ave., now owned by Earle C. Anthony Inc. That firm, by FCC approval, recently bought the facilities of KEHE from Hearst Radio and took over Aug. 1.

The new building, scheduled to be occupied by Dec. 15, is an addition of 3,000 square feet to the main structure, according to Harrison Holliway, general manager. Former KEHE studios and executive offices are being remodeled to fit needs of KFI-KECA, and all technical equipment is being revised for both stations at the new plant. A complete modernization has been ordered throughout, Mr. Holliway said. KFI-KECA for many years has been located in the Earle C. Anthony Bldg., 1000 S. Hope St.

New WCNC on the Air

THE new WCNC, Elizabeth City, N. C., authorized last June by the FCC to operate with 100 watts daytime on 1500 kc., made its debut Sept. 26 under the managership of Trim W. Aydlett, local barrel and package manufacturer, who with Aubrey G. McCabe, vice-president of the Norfolk & Carolina Telephone Co., owns the station. It is Western Electric equipped throughout, with a 180-foot Blaw-Knox radiator. Staff members are Nathan Frank, commercial manager; Paul O. Moyle, program director; Louis Highland, chief engineer; Ed Bray, Louis Bigsbee and Frank Facenda, announcers; Jack Siegel and Nick Pieler, engineers.

WHEN Cardinal Mundelein of Chicago died Oct. 3, CBS and NBC aired network memorial services. WBBM, Chicago, aired the Pontifical Requiem High Mass Oct. 6 for 45 minutes and NBC-Red network broadcast a full hour of that day's services.

You can get them
RIGHT NOW!
Famous Cardioid Mikes
available for immediate delivery!
This revolutionary 3-in-1 mike will handle *any situation*. You can use it as a ribbon mike or a dynamic mike—and, combining the two, as a Cardioid. It gives you pick-up control never before approached!
Get your order in to Graybar—take advantage of this latest Western Electric mike for *better broadcasting*.
Western Electric
Distributed by Graybar
DISTRIBUTORS: Graybar Electric Co., Graybar Building, New York. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Sales of Networks Breaking Records

Gain of 13.9% Is Shown for First Nine Months of 1939

CONCLUSION of the third quarter leaves no doubt that 1939 will be another record breaking year for network advertising. Cumulative gross time sales of the nationwide networks for the first nine months show $58,934,734, a gain of 13.9% over $51,752,511 for the same period of 1938. For September, combined billings for time of MBS, CBS and NBC totaled $6,091,142 as compared with $4,781,338 for September 1938, an increase of 27.4%.

For the third consecutive month CBS showed the largest gain, both in dollars and percentage. From $1,601,755 in September 1938, CBS billings rose to $2,565,246 for the same month this year, a rise of 60.2%. For the year to date, CBS billings total $24,167,548, a climb of 21% from the January-September 1938 total of $19,975,532.

NBC time sales for September totaled $3,315,307, of which time on the Red network was billed at $2,648,892 and time on the Blue at $666,415. Compared to the $2,979,-241 total for September 1938, NBC shows a gain of 11.3%. Cumulative totals of $25,121,002 for the Red and $7,389,367 for the Blue give an NBC cumulative sum of $32,510,-369 for the year to date, 8.7% ahead of the $29,902,724 time sales for the same period of 1938.

Mutual, with time sales of $210,-589 during the month, was 5.1% ahead of the same month of last year, when the total was $200,342. For the nine-month period MBS shows a total of $2,256,817 worth of time sold to advertisers, 20.4% better than the total for the first three-quarters of 1938, which was $1,874,255.

Gross Monthly Time Sales

NBC

	1939	% Gain over 1938	1938
Jan.	$4,033,900	6.3%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
March	4,170,852	9.6	3,806,831
April	3,560,984	7.6	3,310,505
May	3,702,102	8.4	3,414,200
June	3,382,404	5.7	3,200,569
July	3,283,555	11.0	2,958,710
Aug.	3,312,570	12.6	2,941,099
Sept.	3,315,307	11.3	2,979,241

CBS

Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5.2	2,680,335
March	2,925,684	—3.6	3,034,317
April	2,854,026	17.7	2,424,180
May	3,063,329	25.4	2,442,283
June	2,860,180	34.8	2,121,495
July	2,311,953	69.1	1,367,357
Aug.	2,337,376	64.2	1,423,865
Sept.	2,565,246	60.2	1,601,755

MBS

Jan.	315,078	16.7	269,894
Feb.	276,605	9.2	253,250
March	306,976	31.8	232,877
April	262,626	38.6	189,545
May	234,764	20.9	194,201
June	228,186	12.7	202,412
July	216,583	29.6	167,108
Aug.	205,410	24.7	164,626
Sept.	210,589	5.1	200,342

NBC Revising Rates

NEW RATE CARDS for the NBC owned and operated stations, with local rates adjusted to conform to the new network rates, are being prepared by the network, with the first to be issued about Nov. 1. Cards will be issued singly, it was said.

TALKING THINGS OVER, this trio is generally recognized as one of the keenest production groups in radio. They get together every week to discuss and plan the *Kraft Music Hall* program on NBC-Red, Thursday nights, sponsored by Kraft Phenix Cheese Corp. They are (l to r) Carroll Carroll, writer; Bob Brewster, producer and director; Bing Crosby, star. Carroll and Brewster are with J. Walter Thompson.

AWAKENING BOSTON'S DRUGGISTS

A Three-Month Institutional Drive Quickly Convinces Them of Radio's Value

By J. BAIN THOMPSON
Division of Drug Merchandising
WEEI, Boston

IN GREATER BOSTON there are over 1,100 retail drug stores with an annual business running into the millions. It is traditional that the pharmacist regards himself first as a professional man, like the doctor or the dentist, and secondly as a business man. For many years I have been associated with the retail druggists of Greater Boston and I have never known of a group of men who adhered so strongly to this tradition. You will, therefore, understand what a job it meant for me to awaken this group to the possibilities of advertising.

My whole campaign of education was centered on the Boston Association of Retail Druggists which comprises a membership of approximately 400. In this group there fortunately were some who were progressive in spirit and could see the advantages of using modern merchandising methods as applied to their own sales problems. The whole purpose of my campaign was to arouse the druggists to the realization that through the medium of the radio they should send their message of good will and educational philosophy.

Three-Month Drive

Our sales and merchandising plan was finally adopted and a three-month campaign was started. WEEI was named as the official station of the association in Boston and our broadcasts started in the early spring.

The program was titled *Your Neighborhood Druggist Calling* and ran for 15 minutes every Saturday morning at 10 o'clock, with the spokesman known as "The Voice of the Druggist." From the very first broadcast our purpose was to educate the community patron as to what his neighborhood drug store meant to him—that it was not just a place to buy a soda or a lipstick but a laboratory where an experienced pharmacist compounded those medical remedies as prescribed by the family doctor.

We supplied every member of the association with a large flyer calling attention to the program, which he put up in his store windows and inside. We also instructed clerks to boost the program, to listen in, and to tie in with the broadcasts. It was agreed there was to be no technical discussion of the drug business nor any druggist member or drug manufacturer on the program.

We put on a special broadcast for Mother's Day, which the president of the association informed us brought fine sales results. Our programs dedicated to Memorial Day and to Father's Day brought hundreds of expressions of appreciation to the druggists. The same was true of the program we put on for the Children's Hospital, the New England Peabody Home for Crippled Children, the Boys Clubs of Boston, the Perkins Institute for the Blind, the Disabled American Veterans, the Veterans of Foreign Wars and other like worthy purposes. We broadcast appeals for blood transfusions, and we made this program widely discussed throughout Greater Boston. The president of the association wrote us again voluntarily that during the three-month period of the broadcast campaign his membership reported satisfactory increases in business. We have congratulatory letters from public officials and hospitals of Greater Boston. Enthusiastic reports come from national drug advertisers and wholesale drug distributors.

Your Neighborhood Druggist Calling was widely commended by local newspapers for its splendid public service to the mutual benefit of the druggists, the radio industry and WEEI.

Lou Gehrig Serial

WHN, New York, has prepared a script serial titled *Our Coach* for commercial sponsorship starring Lou Gehrig, recently retired captain of the New York Yankee's baseball team, with Dick Fishell, WHN sportscaster, as co-producer. According to WHN, the quarter-hour program is ready for sponsorship on that station with addition of other stations, if desired.

CHAIN BREAK PLEA AROUSES CONCERN

NEW REQUESTS from network advertisers that stations accept gratis chain break announcements have tended to revive feeling among network outlets against this practice.

The latest request, from Wade Adv. Agency, placing the Alka-Seltzer *National Barn Dance*, has caused concern, and probably will be discussed by Independent Radio Network Affiliates Inc. with the major networks. The platform and principles adopted by IRNA in Chicago Sept. 14 specify that affiliates regard station breaks as station time. The platform specifies that networks should provide station breaks of at least 20 seconds between all separate program units, whether sponsored or sustaining, specifically including consecutive sponsored programs of an advertiser, whether or not time is purchased for programs singly or in bulk.

The Wade letter, apparently sent to all NBC Blue stations carrying the *National Barn Dance*, stated that the client would like the stations to accept a chain break announcement between the first and second half-hours of the Alka-Seltzer program "without charge, i.e., when you identify your station we would like to have you give a short chain-break announcement for Alka-Seltzer of some 20 to 25 words."

WEEI, WJSV Rates

RATE CARDS for two more CBS owned and operated stations, WEEI, Boston, and WJSV, Washington, have been issued. WEEI's base rate of $425 per evening hour jumps to $475 on Oct. 15, when the new schedule becomes effective. Base rate for WJSV will rise from the present $300 to $375 when the station goes on the air with its increased power to 50 kw., probably about the first of the year. New rate schedules for WABC, WBBM, WCCO, WBT and KMOX went into effect Oct. 1 [BROADCASTING, Oct. 1].

Luden's Big Campaign

LUDEN's Inc., Reading Pa. on Oct. 16 started a 20-week campaign for cough drops using quarter-hour news programs, weather reports, station-break announcements and one-minute spot announcements on 55 stations throughout the country. J. M. Mathes, New York, is the agency.

Sept. Billings in Chicago

A NEW September high in network and local billings was reached by five Chicago stations, according to an analysis recently made by Wayde Grinstead, sales promotion manager of WBBM, Chicago. More than 1,000 quarter-hour units were sponsored on the five stations, with 505 of the quarter-hour units falling in the non-network classification, Mr. Grinstead found. The September billings were higher than any month during 1938, the analysis showed. Stations included in the survey were WBBM WLS WENR WMAQ WGN.

Christmas Tree Series

STAR RADIO Programs, New York, has released its fourth annual Christmas series, *The Christmas Tree of 1939*, complete in 25 half-hour scripts. Audition continuity is included in a sales brochure bound in color for presentation to prospective sponsors. The series was written by Lawrence N. Marks and requires only one man for production.

NEW NEW NEW NEW NEW NEW NEW NEW NEW NEW

NEW — location on the heavy traffic end of Southern California radio dial—now 780 kc.

NEW — selling opportunities with a new primary coverage reaching out to 91.4 per cent of Southern California's "buy-minded, try-minded" population.

NEW — business, both local and national. August time sales were 400% higher than average six month period prior to August 1st. September shows additional gain of 75% over new business written in August.

NEW — listening habits of a vast segment of this 3,000,000 population of Southern California, now "dial-habited" to KECA local and NBC Blue Network programs.

NEW — signal strength. Notably in the better residential areas in the nation's fourth major market. New signal is 5 to 10 times as strong in desired areas.

NEW — National Sales Representative. Effective October 1, 1939. FREE & PETERS, INC., will represent KECA as exclusive national sales representative.

OLD — rates still in effect. No increase yet. Rate card No. 14 in effect until further notice . . . but better sign today with KECA.

780 KC
5,000 WATTS, DAYTIME
1,000 WATTS, NIGHT
OPERATED FULL TIME

NBC
KECA
BLUE NETWORK

Earle C. Anthony, Inc.
KFI • LOS ANGELES • KECA

Free & Peters, Inc. KECA National Sales Representative

AFRA Negotiates On Pacific Coast

Deadline Expires, Rate Scale Declared to Be in Effect

WITH deadline set by AFRA for settlement having expired, Los Angeles Chapter on Oct. 1 made known to local stations in the Los Angeles and San Francisco areas that rate scales and conditions, as incorporated in the proposed local code, are now in effect. With this notification, local stations were invited to negotiate, and several have indicated willingness to bargain, it is reported.

The advertising agency committee, headed by Naylor Rogers, formerly of Raymond R. Morgan Co., Hollywood, recently notified the Los Angeles Chapter that it was unable to represent the local stations because of a "lack of cooperation". Upon receiving this information, AFRA immediately set up scales and conditions for those not already covered by regional negotiation. A copy of the terms and conditions for regionals, which were agreed upon by AFRA and the agency committee some weeks ago, were sent to all local stations. Along with this was a classification of local stations and applicable rates which have been proposed by Los Angeles Chapter.

Some Rates in Effect

AFRA already has in working effect the commercial rates for actors, singers and announcers for all networks. This includes regional commercials for this group on NBC and CBS. It also has signed sustaining pacts, covering national, regional and local schedules, with NBC, CBS and Mutual network, as well as with KFWB, Hollywood. A staff contract for KNX, Hollywood, has also been completed.

Negotiations with Don Lee Broadcasting System, for KHJ, Los Angeles, and KFRC, San Francisco, and the regional network, got under way Oct. 1 and were expected to be consumated shortly. AFRA has also started negotiations with Harrison Holliway, general manager of KFI-KECA, Los Angeles. There still remain several other stations in the San Francisco and Los Angeles areas to be contacted and executives of AFRA expect that negotiatons will be in full swing before the end of October, with many signed.

Los Angeles Chapter has appointed a new executive committee to act as steering body in handling organization business for various classifications. Members are William Brandt, James Eakins, Thomas Freebairn Smith, Edward Arnold, Ted Bliss, Georgia Fifield, Lucile La Pointe, and Fred Shields, president of the Chapter. I. B. Kornblum, executive secretary and attorney of Los Angeles Chapter, is an ex-officio member.

The AFRA board of directors has authorized release of KNX, Hollywood, staff writers to Radio Writers Guild of America. Only provision is that RWG comply with terms of assignment by showing it represents majority of the scripters and is prepared to assume all duties imposed by writers upon AFRA. Combination writers who double as producers, announcers or actors, are not included in the agreement. Jurisdiction over the latter group has not been settled, but amicable settlement is seen.

AFRA and AFM Wage Feud in Chicago; Recording Code of AFRA Nearly Ready

CHICAGO recording companies and stations have become spectators in another jurisdictional scrap between American Federation of Radio Artists and American Federation of Musicians, both AFL affiliates. During the week of Oct. 2, James C. Petrillo, head of the Chicago Federation of Musicians, sent local recording companies telegrams stating that all recorded programs using AFM musicians must be announced by AFM announcers. As BROADCASTING went to press, Chicago recording firms were recording as usual, for their executives considered their firms outside the union jurisdictional dispute.

Background of the controversy is this: For the last two years, WBBM, Chicago CBS station, has employed announcers who are members of AFM to handle WBBM assignments. Since last March, an agreement with AFRA to use AFRA announcers on CBS-Chicago originations has been in effect. Script shows originating at WBBM-CBS are announced by AFRA members.

Mostly Script Shows

On Sept. 26, the CBS program, *We the People* originated in Chicago and was announced by Harry Von Zell, who had to return to New York soon after the first network show. The repeat broadcast was about to go on when it was learned that the assignment had been given to Jay Sims, a WBBM staff announcer and member of AFM. On AFRA's objection, the program was finally announced by Franklyn McCormick, a member of AFRA. On Oct. 4, the Paul Whiteman show, *Chesterfield Hour*, originated in Chicago and Tommy Bartlett, a member of AFM, announced the program.

It is understood that national officials of AFRA wanted to take over the AFM contract with WBBM but Mr. Petrillo refused. He then sent his ruling to the recording companies including World Broadcasting System, NBC (formerly RCA-Chicago), and Blackett-Sample-Hummert, whose Chicago office does considerable recording.

Almost all recording done in Chicago is dramatic script show transcribing and very few dance band recordings are made. This resulted from a Chicago AFM ruling some years ago that recording artists in Chicago must either be members of the Chicago AFM or that standbys be paid for. Since few traveling dance bands belong to the Chicago Federation of Musicians and standbys are costly, few records have been made.

Most of the script shows carry no music except organ music and the majority of script shows cut in Chicago recording studios omit the organ music which is played and filled in at the various stations receiving the transcriptions. Since no dance band recordings carry announcements, it is difficult to follow the logic of the AFM ruling, according to the industry viewpoint. The recording firms employ no radio talent and their contracts with AFM are national and involve no announcers. No Chicago recording company has local contracts with either AFM or AFRA. As the matter stands, agencies bringing shows to the recording companies are referred to Mr. Petrillo in those cases where music and announcers are used on the same transcription.

Code About Ready

Meanwhile, the local AFRA situation remains the same [BROADCASTING Oct. 1] with no arbitration board set up to rule on the dispute between the broadcaster-agency committee and local AFRA officials. From AFRA's point of view a code was agreed on, then disputed and the arbitration committee would arbitrate this code. From the committee's point of view, no contract is in existence to arbitrate and even if a board were set up it would have nothing to arbitrate. It appears that the local dispute will not be settled until 1941 when the network AFRA contract expires and the local situation will be dealt with when the national contract is signed.

The code for artists employed in the manufacture of transcriptions, which has been in preparation by AFRA for some months, should be ready for presentation to the transcription companies in the near future, according to George Heller, assistant executive secretary of the talent union. He declined, however, to set any more definite date for the announcement of the union demands or to divulge any details of wages or conditions to be specified.

OPENING day of the hunting season, Col. W. E. Whitmore, owner of KGFL, Roswell, and KWEW, Hobbs, N. M., killed this antelope.

CBS Leases 4th Theatre

RITZ Theatre, 219 W. 48th St., New York, has been leased by CBS as the network's fourth theatre studio for the presentation of audience shows. The theatre seats 820 people, and was first used by CBS for the *Gay Nineties Revue* on Oct. 14. It will be the scene of the Tuesday evening broadcasts of Walter O'Keefe's *Tuesday Night Party*, sponsored by Lever Bros. for Lifebuoy soap. Renovation of the Juilliard Bldg. across the street from CBS New York headquarters, which the network purchased last spring, is progressing rapidly, CBS reports. When the alterations are completed the building will contain two large studios, seating 300 apiece, and a number of smaller studios.

Proposed Single Union Of Actors Said to Solve Television Jurisdiction

THE PROBLEM of television jurisdiction, which has been a headache to various competing groups in Associated Actors & Artistes of America, is now expected to be definitely settled with formation of one big union for actors. Under terms of the proposed setup of a single organization, all jurisdictions in actor fields, including television, will automatically come under one head.

At present television control is in the hands of the international body of AAAA. It was tentatively placed there several months ago during the dispute between Screen Actors Guild, Equity and American Federation of Radio Artists. SAG opposed the Equity move for control of television. It maintained that Equity was numerically the smallest of the AAAA groups. SAG, with more than 7,000 members, claimed precedence over the television field, with AFRA next in line by reason of its direct contact through radio.

SAG also raised the argument that since television is a combination of radio and motion pictures, it had at least 50 per cent equity in its jurisdiction. In case of a showdown, SAG and AFRA at that time entertained the thought of merging forces and out-voting Equity on the issue. With a single organization as planned, this dispute will be settled for all time, Hollywood members of SAG and AFRA believe.

They pointed out that a single organization will do away with multiple dues and establish a basic system with one membership card. Under the setup being worked out by AAAA committees, the performer is to be given free choice in establishing his primary occupation and also assurance of autonomy in all local branches. There are to be joint offices in larger cities and the right to discipline members will be given to local chapters. Still to be worked out is the question of a common treasury. This has been previously opposed by SAG and other AAAA groups on grounds that it would not be feasible.

Reynolds Begins Pair

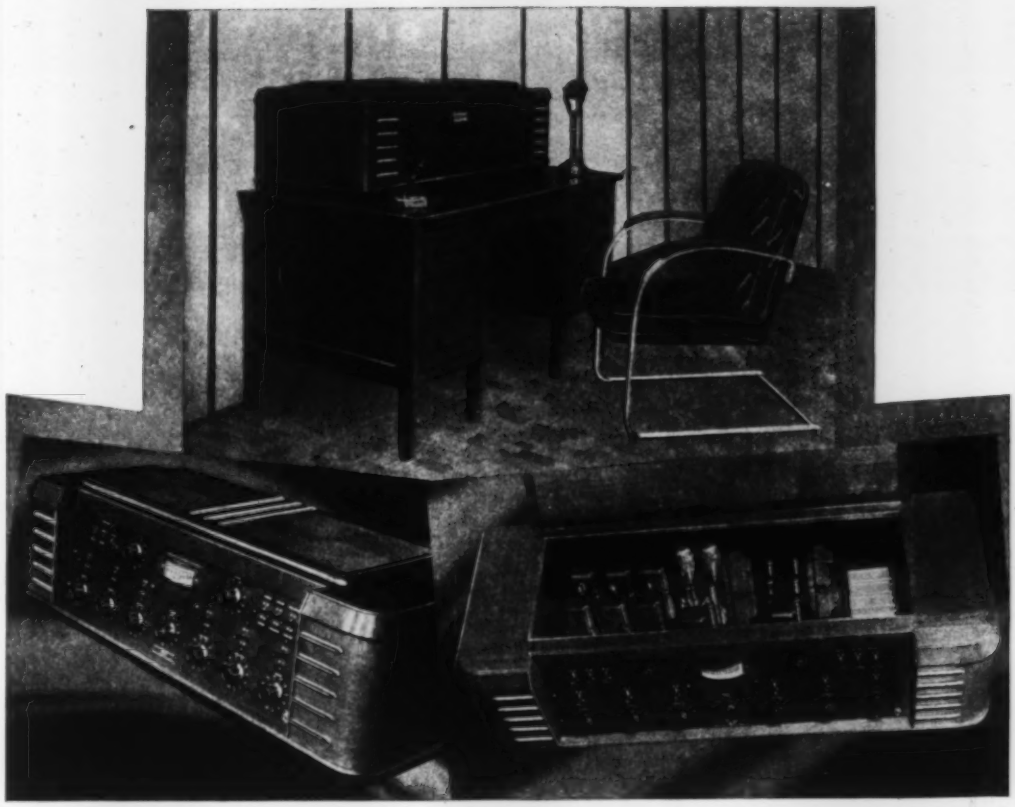
R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., has started two network programs for Prince Albert smoking tobacco, both for regional distribution of the product. First program is *Casey at the Mike*, a quarter-hour sports program featuring Eddie Casey, which started Oct. 7 and is heard thrice weekly on 18 Yankee Network stations. The other program, *Grand Old Opry*, has been heard locally on WSM, Nashville, for the last ten years, and on Oct. 14 started on a southern network of 24 NBC-Red stations, Saturdays from 10:30 to 11 p. m. Agency on the account is Wm. Esty & Co., New York.

P & G on WOR

PROCTER & GAMBLE, Cincinnati (Teel liquid dentrifrice), has started the five-weekly quarter-hour afternoon disc show *Kitty Keene* on WOR, Newark. H. W. Kastor & Sons Adv. Co., Chicago, handles the account.

GATES

"20 SERIES"
SPEECH CONSOLE EQUIPMENT



Typical 20 series console installation at CKTB, St. Catherines, Ont., Canada

RAPID calculation of the 20 series Console features is difficult as in this popular Gates speech equipment will be found feature after feature either not prevailing in or improved upon in other similar equipment.

20 series popularity is best exemplified by its large number of users plus being chosen by four leading Universities this year for student instruction in operation of the latest in broadcasting equipment.

The moderate price will surprise you.

GATES RADIO & SUPPLY CO.

MANUFACTURING ENGINEERS

QUINCY, ILLINOIS, U. S. A.

Cable Address: Gatesradio

FCC Granted Test Of Court's Power

Will Review Pottsville Case; Petition of WOW Denied

WHETHER the U. S. Court of Appeals for the District of Columbia has been "usurping" the administrative powers of the FCC will be determined by the U. S. Supreme Court, which on Oct. 9 granted the Government's petition for a writ of certiorari in the so-called Pottsville case.

The highest tribunal, at the same time, refused certiorari on the petition of WOW, Omaha, from the FCC ruling granting WKZO, Kalamazoo, fulltime operation on the 590 kc. frequency. The court assigned no reasons for denial of the petition, which raised technical questions.

Extent of FCC's Power

In the Pottsville case, the Department of Justice and the FCC had asked the highest court to review the action of the Court of Appeals in mandamusing the FCC to reconsider its denial of the application of Pottsville Broadcasting Co. for a new station in Pottsville, Pa. The question, the FCC contended, was whether the lower tribunal has power to issue a writ of mandamus to compel the Commission to reconsider the Pottsville application on the original record and without regard to subsequent applications. It held that the lower court's action is "an unwarranted invasion of the administrative field and that it overrides the basic purpose of the licensing requirements of the Communications Act of 1934."

A similar issue is involved in the so-called Heitmeyer case in which the Appeals Court reversed the FCC action denying a new station in Cheyenne, Wyo., and ordered a new hearing on the original record. The Supreme Court has not yet acted on this petition. It is expected the Supreme Court will schedule the Pottsville arguments in December, after which briefs will be filed.

Also pending before the court is the petition for certiorari of WLW, Cincinnati, from the action of the lower court in sustaining the FCC's decision withdrawing authorization to continue operation with 500,000 watts.

Some 30 separate radio cases now are in litigation, of which all, save the three pending in the Supreme Court, are before the Court of Appeals.

Min-It Rub on 8

BRISTOL-MYERS Co., New York, on Oct. 2 began sponsorship of Sidney Walton's thrice-weekly newscasts on WOR, Newark, from 4 to 4:15 p.m. as part of the company's news campaign for Min-It Rub on eight stations. The news period is sponsored Tuesdays, Thursdays and Saturdays, the other three week days, by Wheatena Corp., Rahway, N. J., which on Oct. 16 will shift the WOR schedule of newscasting to the 8-8:15 a.m. period Mondays, Wednesdays and Fridays with Mark Hawley. Young & Rubicam, New York, is the agency for Min-It Rub, and Compton Adv., New York, handles the Wheatena account.

DEPARTMENT STORES RENEW

On KSTP Because Salesmen Keep Close Track Of Department Heads' Problems

SELLING department stores does not present any special problem to KSTP, St. Paul, according to Sales Manager Ray Jenkins, who has outlined a definite policy for all salesmen calling on that type of business.

Mr. Jenkins

As a result of its department store sales policy, KSTP has received repeated renewals from the leading retail firms of Minneapolis and St. Paul. On the air now are the Golden Rule and Shunemans & Mannheimers of St. Paul, Donaldson's and Powers of Minneapolis, as well as the big Montgomery Ward retail store situated in the Midway district. The radio time per store runs between a quarter-hour to a half-hour daily plus special announcements on sales.

Not Far Enough

"The average salesman," says Mr. Jenkins, "merely limits himself to the advertising manager. He calls on him with an idea, talks about coverage and the benefits of radio advertising, leaves him a rate card and departs when the manager says he'll think it over. But nothing happens and the same procedure is repeated on subsequent calls.

"Our salesmen, however, go into a store with the knowledge that each individual department buyer, as well as the advertising manager, has a part in the ordering of advertising. In fact the advertising head is merely a buyer himself, working for the individuals who tell him what they want to promote. He is simply their clearing house.

"It is these department heads who spend the store's money, and so when a KSTP salesman visits a store he contacts each individual buyer and assistant buyer, telling his story to them, and keeping them informed through attractive mailing pieces."

Mr. Jenkins himself is a firm believer that radio is an inexpensive (from the standpoint of cost per listener) and necessary adjunct to department store advertising. He points out that department stores can carry their sales messages not only to those who reside in the area where the store is located, but also to those in surrounding territory, reaching a potential trading area that is rich and worthy of cultivation without the use of numerous newspaper outlets. The veteran sales manager, who began an immediate and successful drive on department stores when he came to KSTP four years ago, also stresses radio's flexibility, which permits last minute changes in copy, prices or store policies to become immediately effective.

The Speed Factor

"Radio is geared to department store procedure," Mr. Jenkins declares. "Weather changes can be quickly capitalized when the time element is vital to the successful promotion of sales. Speed is also an important factor in successfully and quickly meeting competitive conditions.

"Then, too, by proper timing, the department store's radio broadcast can reach the housewife when she is planning her day's shopping. Evening programs can be directed at family groups when the purchase of larger units of merchandise, such as furniture, rugs and major appliances, can be discussed and decisions made. Thus by carefully selecting the time of day for the broadcast, by directing the appeal to one type or another, the department store can reach the greatest number of people who are logically the best prospects for their various departmental promotions. By thoughtful and intelligent planning, the program appeal can be directed to certain income groups, to individuals or to family groups."

WIS DEFIES STORM

Records Network Programs as Lines Are Struck

FACED with a serious emergency when the line between the studio and transmitter was hit by lightning and put out of commission, along with telephone lines and auxiliary wires between the two points, WIS, Columbia, S. C., made good use of its transcription cutting equipment in saving several of its network features for listeners.

Although all communication between studio and transmitter was cut, the NBC network line remained intact, and was fed directly to the studio. G. Richard Shafto, WIS manager, after dispatching an announcer to the transmitter to hold the air with a news program on the emergency mike, phoned New York and received permission from advertising agencies and NBC to record the network programs and commercial shows as they came up while studio-transmitter lines remained out. Proceeding with the transcription process, the station carried its network programs, via recordings, only 15 minutes behind schedule.

Loose-Wiles Spots

LOOSE-WILES BISCUIT Co., Long Island City, New York, on Oct. 16 will start a campaign for Sunshine Krispy Crackers using a half-hour program weekly on WBBM, Chicago, titled the *Saturday Sunshine Parade*, and the thrice-weekly quarter-hour transcribed series *The Adventures of Pinocchio* on WWJ, Detroit. On Oct. 23, the company will start a quarter-hour transcribed program *Uncle Jimmy* five times weekly on KWK, St. Louis, KOIL, Omaha, and WMC, Memphis. Newell-Emmett Co. of New York is the agency.

NORTHROP & LYMAN Co., Toronto (proprietary), on Oct. 2 started a thrice-weekly transcribed spot announcement campaign on 29 Canadian stations. E. W. Reynolds & Co., Ltd., Toronto, placed the account.

SAM HAYES, NBC Hollywood commentator, with the new electric timing clock he recently invented and patented. The clock simplifies the job of radio directors in keeping their programs within allotted time limits, he declares. It tells at a glance how long the program has run and how much more time there is to go. He has been using the clock regularly on his daily quarter-hour NBC-Pacific Red network program, *Sperry Breakfast News*, sponsored by Sperry Flour Co. Hayes designed the clock without mechanical or electrical knowledge. He believes that it will eventually replace the stop watches now used in radio studios throughout the country.

Colgate in Canada

COLGATE-PALMOLIVE PEET Co., Toronto, (Super Suds, Palmolive Soap) started six weekly quarter-hour British United Press newscasts on Oct. 1 to run till Dec. 31, 1940, on CFAC, Calgary; CJOC, Lethbridge, Alta.; CKCK, Regina; CFQC, Saskatoon, Sask.; CKBI, Prince Albert, Sask.; CJGX, Yorkton, Sask.; CKGB, Timmins, Ont.; CKPR, Fort William, Ont.; CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CJCS, Stratford, Ont.; CFRB, Toronto; CKCW, Moncton, N. B.; CHSJ, St. John, N. B.; CFNB, Fredericton, N. B.; CHNS, Halifax; CKAC, Montreal; and Transradio News on CJIC, Sault Ste. Marie, Ont.; and for Super Suds only on CJOR, Vancouver; CKY, Winnipeg; CFRN, Edmonton, Alta.; CHRC, Quebec; CJBR, Rimouski, Que. The account was placed by L. J. Haegerty & Associates, Toronto.

Empire State Promotes

NEW YORK STATE Brands & Trade Marks about Nov. 1 will start a promotion campaign for all state-produced farm products using participating home-maker type programs on WSYR, Syracuse. Programs will be tested on WSYR and later extended to other upstate cities. Products promoted will bear the Empire State seal of approval and will include potatoes, apples, grapes, tomatoes, etc. J. M. Mathes, New York, directs the account.

Crosley One-Timer

CROSLEY DISTRIBUTING Corp., Cincinnati (radios and refrigerators), on Oct. 7 sponsored a special period on WEAF, New York, giving scores of major sports for the day directly after the Northwestern football game heard on that station. J. M. Mathes, New York, placed the account.

COMPLETE discussion of the method, with nine charts covering the first research data on radio listening gathered by the Audimeter method, used in the Nielsen Radio Index Data is carried in the October issue of *The Nielsen Researcher*, published by A. C. Nielsen Co., Chicago.

XUM

WKY-ADVERTISED FOR 4 YEARS

● Like the boy who in early spring dips his toes into the old swimming hole and then takes a run and a dive into the deepest part, Superior Feeds tested WKY's power to produce 4 years ago with a few announcements at market report time. Today, President B. C. Eddie says: "I wouldn't trade my radio advertising for all of the other available forms."

The rise from a nice selling item to the biggest selling commercial feed in the state . . . a 1938 business 25 percent ahead of 1937 and a 1939 sales record 15 percent above 1938 . . . 80,000 requests for a song sheet distributed through dealers would make one feel like that. For the bulk of the Superior Feed Mills appropriation is spent on the air . . . over WKY.

But WKY is geared to accomplishments like that. It has men who know the Oklahoma market and what its potential is. It has the machinery and talent to produce the kind of entertainment that appeals to the Oklahoma market . . . and sells it. It employs methods of program production and merchandising cooperation that attract advertisers . . . and keep them on the air.

WKY *Oklahoma City*

NBC AFFILIATE ★ 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: ★ THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS KLZ, DENVER (*Under Affiliated Management*) ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Dominion Departments Permitted to Release Their News Separately

CANADA has followed Great Britain's lead in allowing each Government department to disseminate its own news, as before the outbreak of war, an Ottawa dispatch states. The government information bureau which had been planned and which rumor said would be headed by L. W. Brockington, chairman of the Canadian Broadcasting Corp., has been temporarily set aside. The bureau was to have acted in conjunction with the censorship board. Criticism in Great Britain against the Ministry of Information at London is understood to be responsible for the move in Canada.

Under present arrangement, each department hands out its news through a liaison officer or other spokesman and sends copies of such releases to the Canadian Censorship Co-Ordination Committee, headed by Walter S. Thompson. Cabinet news continues to come from the Prime Minister's liaison officer, Walter Turnbull, who was press liaison officer during the Royal Tour this past summer. Assisting him to coordinate the news is George Hambleton, former European correspondent for Canadian Press. It is understood there is some criticism among members of Parliament on the lack of news about Canada's war effort appearing on the air or in the daily press. With the change to pre-war conditions of allowing each department to issue its own news, this lack of news may be overcome.

Broadcasters have received a number of new censorship regulations in recent weeks, all confidential and not for publication. The CBC staff at Toronto is flooded with requests to give talks. Permission must be obtained for each radio talk under censorship regulations, although censorship of script is not necessary.

Quebec Elections

ALTHOUGH strict censorship has been enforced on political broadcasts in the Quebec provincial election [BROADCASTING, Oct. 1], the commercial offices of the Canadian Broadcasting Corp., through which all network accounts must be booked, reports considerable activity in arranging small networks for election speeches on Quebec stations. All speeches are censored before being allowed on the air from a studio at which only the speaker and studio staff is present. There are no studio audience broadcasts nor broadcasts of political meetings at this election, which takes place Oct. 25.

New Quebec Station

CKVD, Val d'Or, Que., went on the air Oct. 16 with 100 watts on 1200 kc. The station is owned by La Voix d'Abitibi. Fred Darling, formerly manager of CKGB, Timmins, Ont., has been appointed manager, and Ed Ryan, formerly engineer at CKGB, chief engineer.

Met. Opera to Resume

ALTHOUGH no definite starting date has been announced, NBC will broadcast again this year the Saturday afternoon operas from the Metropolitan Opera House in New York.

WHEN *Caroline's Golden Store*, dramatized script show, started on CBS Oct. 9, Arthur B. Church, head of KMBC, Kansas City, and the production firm owning the program, held a cocktail party at Chicago's Palmer House. Snapped by Chuck Logan, of the publicity department of WBBM, Chicago, are (l to r), George E. Halley, of Arthur B. Church Productions; Kirby Hawkes, of the radio department of Blackett-Sample-Hummert Inc., Chicago agency handling the show; Mrs. Caroline Ellis, writer and featured artist of the series; Dave Owen, head of production of General Mills (Gold Medal flour), sponsor of the program; Mr. Church; Harry Bingham, Mr. Hawkes' assistant; Fran Heyser, producer of the show.

Guestitorial

HOW BIG IS RADIO?

By M. L. GAFFNEY

CBS Promotion Dept.

WE'RE talking here about a country, whose continental stretch extends across one-eighth the earth's circumference. About its people—132 million people assembled here with equal rights under the law. Equal rights . . . but as different as New York and Hawkins Hollow in their harder heritage of blood and brains and boodle.

Young people with strong backs and ambition? We've got millions of them. Established families, with homes and cars and ice-boxes all paid for? We've got millions of them. Pretty girls, with duty to posterity ahead? We've got millions of them. Tillers of the soil—wearers of the white collar—followers of the union? We've got millions of them.

Race and religion, however—politics and pay envelopes—luck and location—jell them into many moulds. Until our millions—individually—are as different as Gloucesterman and glamor girl. Birth, citizenship and death they share in common, but other common ties are hard to find. With this exception . . .

28,000,000 American families own radios—85% of *all* U. S. families.

By City Size

Forty-eight States within these boundaries. Three million and more square miles. Three thousand and more counties. Three thousand and more communities—each sheltering 2,500 and more people. And all different.

How different? Let's ship the seasoaked people of New Bedford to, shall we say, Peoria. And take these innocents of Central Illinois, to set them down in Newport. Let's switch the citizens of New Orleans and Minneapolis. Do this, and learn "How different".

Or take a trip along the Mississippi—past Davenport and Hannibal, Cape Girardeau and Cairo, Memphis, Vicksburg, Natchez. Compare these towns with what you see along our Eastern coast from Bidleford to Miami. Do this, and see "How different".

Pittsburgh and Birmingham have furnaces in common. Tulsa and Scranton, fuel. Duluth and Anaconda, metal. Seattle and Boston, fish. But "commonness" is hard to find in 3,165 communities—each sheltering 2,500 and more inhabitants. With this exception . . .

97% of *all* U. S. families living in communities of 2,500 and over own radios.

By Income Level

Our Government lists 31,000 different occupations for its free people to choose from—31,000 different ways to pay for baby's shoes. All legal—all available to those who have the necessary knack or trick or talent.

There are hundreds of roads that lead their followers to what economists define as "Upper and Middle Brackets". Hundreds of ways to flatten the wolf's nose and blunt his teeth. Hundreds of ways to pad this life in comfort.

Teaching or preaching will do it as surely if not as well as selling or banking or farming. Or, if you prefer, you can write or act or draw pictures. Or draw on the gloves for a few rounds and a few hundred dollars. Lobsters will do the trick in Maine, just as oranges do in Florida or corn in Iowa or copper in Montana.

That's why America can count its "Uppers" and "Middles" in millions. And that's why their economic status is just about their only common experience. With this exception . . .

99% of *all* U. S. families in upper and middle income groups own radios.

Postscript

"All right," you say. "They all own radios. But how much do they listen?" Here's how much they listen . . . how much it costs them, too. Last year, they spent a half-billion bucks to listen; 505 million dollars for sets and tubes, for batteries and current and repairs to keep the programs coming in.

You can't freeze ice cubes in a radio. You can't read books or darn a sock in feeble light such as their tubes emit. A radio is good for just one thing. To make a program audible; to please its owner's ear. A radio is good for nothing else.

"All right," you say again. "All right, they listen. But just how much?" To which we answer:

More than they ever did before.

The longer they own sets, the more they listen.

Four-fifths of all their sets are used each day.

To get their sleep and earn their bread, of course, consumes most of their time. But radio comes next. Listening to radio is "America's First Activity" . . . after working and sleeping! Here are the facts.

23,000,000 U. S. families listen to radio programs on an average of 5.2 hours (per family) each day . . . an average of 119,600,000 U. S. family-hours of listening daily!

RENEWAL DECISION ON KMPC MODIFIED

THE UNUSUAL practice of modifying an opinion rendered in a broadcast case, because of a complaint from other than a licensee directly involved, was resorted to Oct. 3 by the FCC in connection with renewal of license granted KMPC, Beverly Hills, Cal., last January.

The FCC had granted the station a renewal, but in so doing had criticized particular accounts broadcast over the station based on complaints in connection with its program service. It referred particularly to the advertising of "Basic Science Institute" and "Samaritan Institute". These accounts had been broadcast over the station prior to its change in management and were discontinued by the new management.

The modification, it is understood, resulted from a petition filed by Leland M. Woods, who complained about the reflection upon the Samaritan Institute, an organization which claimed a "48-hour treatment for alcoholism". In modifying its decision, the FCC declared that it was unnecessary to make any finding as to whether charges leveled against organizations in other cities performing similar functions were applicable to the Samaritan Institute of Los Angeles. The program, it pointed out, had been discontinued.

New Campbell Series

CAMPBELL SOUP Co., Camden, N. J., on Oct. 9 started a thrice-weekly program for Franco-American Spaghetti on CBS, featuring favorite songs by Lanny Ross, noted tenor and singing star of *Your Hit Parade*, heard on CBS for Lucky Strikes. The program is broadcast in the Eastern and Central time zones 11:05-11:15 a. m., the ten-minute period following Bob Trout's newscast, and in the Mountain and Pacific Coast time zones from 1:45 to 2 p. m. (EST). Ward Wheelock, Philadelphia, handles the account.

WKY, Oklahoma City, is originating its *Cameos of Melody* program for coast-to-coast broadcast on NBC, Tuesdays, 6:30 p. m. (CST). The program, produced by Naiph Abodaher, features music by Allan Clark's orchestra and songs by Lee Norton.

THE MOST SENSATIONAL PROGRAM EVER TO HIT THE RADIO INDUSTRY!

FIRST 8 OPENINGS GIVE THE PROOF!

WOR, New York	BLOOMINGDALE'S
WFIL, Philadelphia	LIT BROS.
WWJ, Detroit	LOOSE-WILES
WTIC, Hartford	BERNARD KOFSKY'S
WHK, Cleveland	THE HIGBEE CO.
WSMB, New Orleans	MAISON BLANCHE
WAPI B'm'gham	LOVEMAN, JOSEPH & LOEB
WEOA, Evansville	IDEAL PURE MILK CO.

AT LONG LAST—THE PERFECT PROGRAM!

"Nothing has been overlooked . . . topnotch production . . . song both plaintive and catchy . . . highly competent cast . . . plenty of action . . . While main appeal may be for the children . . . has much to hold grown-ups . . . as clean and faultless a production as any advertiser would want to sponsor."—*Radio Daily*

EDWARD SLOMAN'S Superb Production

PINOCCHIO

Complete Promotion Campaign. Especially Created By TONY SARG

RADIO ATTRACTIONS, INC.

RKO BUILDING • RADIO CITY • NEW YORK

PRESCRIPTIONS
MR. GREEN, LET ME INTRODUCE THE *EXTRA MILLIONS OF FAMILIES* WHO WANT THAT DENTIFRICE ADVERTISED ON THE *RED!!*
HAVE YOU TRIED THE NEW PEARLIZEX DENTIFRICE?
Carl Rose

Program ratings have a n
for *NBC*

Program ratings now have a new meaning... one discovered in the most penetrating circulation survey ever made—a survey which proves the Red's regular listening audience of 22,000,000 families is greater than any other network's—and which *also* reveals that 13,000,000 families "listen most" to the Red!

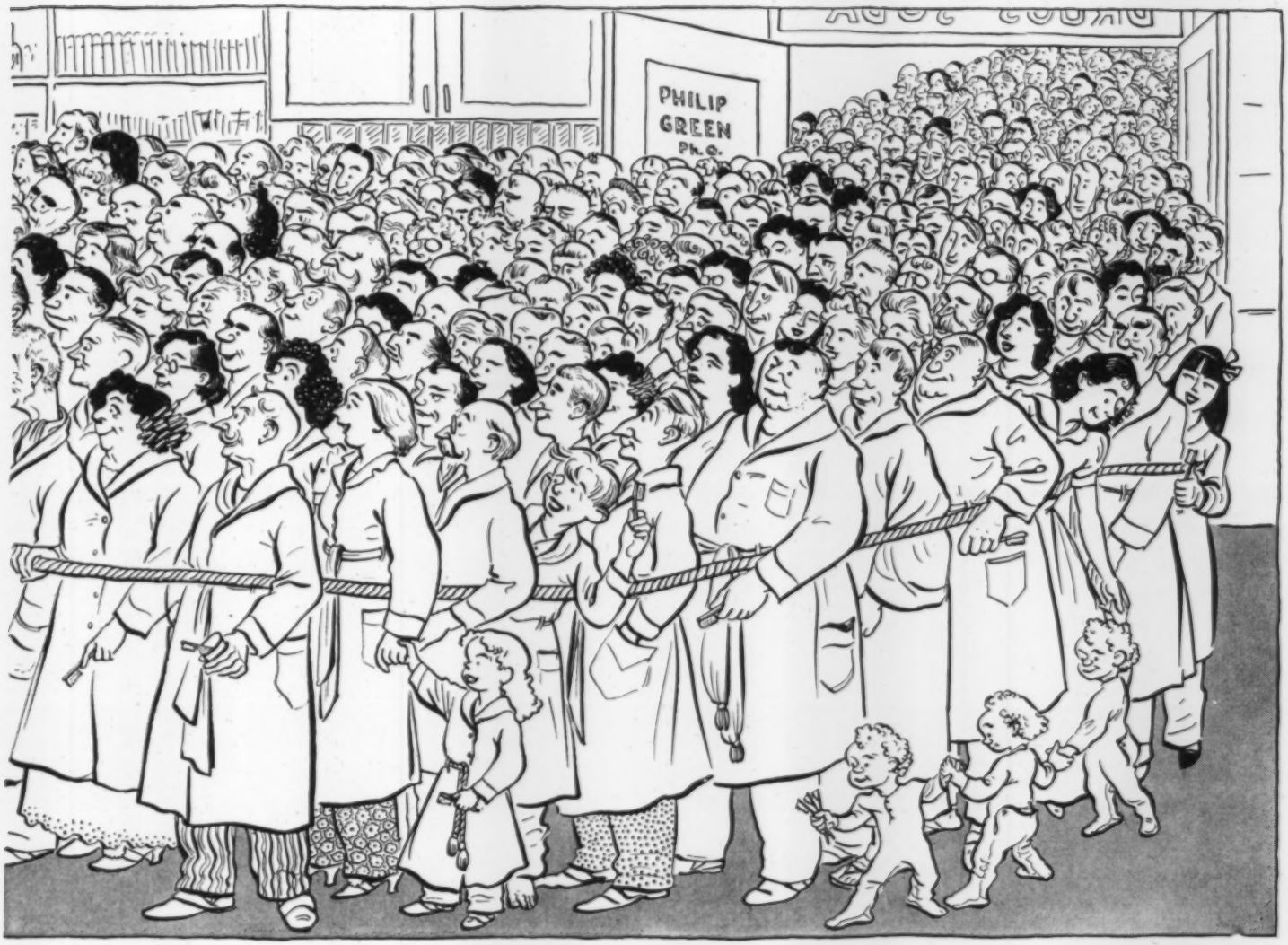
To make another survey isn't necessarily news. But this one literally rolls away a fog that has obscured radio for years!

Never before had there been a measurement of network listening habits of people in *every* city in the U. S. of 25,000 and over... *in addition* to the cities where leading networks have stations.

Plus that, the research delved into one out of five of all rural counties from coast to coast, adding to the findings among that part of the rural audience living near the cities where large stations are located.

"The Other Half" Talks!

From this remarkably complete survey, facts were found which no advertiser can profitably ignore. Facts which will surprise those who have judged network values by program ratings... and prove the error of projecting, on a national plane, ratings *made only in station-cities.* Also facts based on the testimony of "The Other Half" of the national radio audience — the 51% of the country's radio owners *never before studied!*



Cold figures talk . . . Dentifrice makers, in the first eight months of '39, invested $1,274,922 in NBC RED Network time—$409,761 more than any other network!

new meaning *Red NETWORK* advertisers!

Advertising men tell us this survey is the first to give them a factual presentation of *why* and *how* radio works the way it does. A survey that shows them the importance of the fundamentals of radio transmission . . . the relation of millivolts and listening habits to the curve on a sales chart. It shows how to judge networks on a comparable circulation basis . . . why day- and night-time coverage are so vastly different . . . *why a C. A. B. rating on the Red Network means a greater nationwide audience for a program than precisely the same rating on another network!*

It will pay you to hear this story

We are eager to visit your office and *show* you the results of this survey. We think you'll agree that the proof it offers of the Red's superiority can mean only one thing to advertisers on the Red—*more sales.* That, we believe, is why 79 national advertisers last year spent over $31,000,000 on the NBC Red Network—more money than was spent in any other single advertising medium in the world!

You can now prove with facts why the Red—the network with the majority of leading programs, day and night, since the beginning of network broadcasting—is far and away your most profitable advertising investment!

NBC *Red* NETWORK

The network *most* people listen to *most*

NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE

DL&W Prefers Blue Coal to Red Ink

Wise Choice of Radio Campaign Gives Sales Stimulus

By BRUCE ROBERTSON

ON Sept. 24 last, *The Shadow*, supernatural sleuth with the sepulchral chuckle, started his third season on MBS. A triple-threat detective, *The Shadow* has been equally successful in chasing criminals, entertaining listeners and selling Blue Coal for his sponsor, the Delaware, Lackawanna & Western Coal Co., the only producers of anthracite to venture into network broadcasting.

Mr. Malone

His success as a detective is proved each Sunday afternoon, when, shortly before the conclusion of the half-hour broadcast, he turns the malefactor of that week's adventure over to the police. In the entertainment field, the CAB reported that *The Shadow* during the 1937-1938 season reached the proud position as the most popular daytime half-hour program on the air and last year, its second year on Mutual, the program achieved a CAB rating of 9.7.

Sales, of Course

As to sales, well, in the first three months the show was on the air sales of Blue Coal increased 10.8% over the same period of the previous year. Nor was this a mere flash in the pan, for Blue Coal sales for the first eight months of 1939 were more than 25% ahead of those during the same period of 1938. Gains like these would be satisfactory in any business but are even more gratifying in the anthracite industry, which, due to increasing competition of oil, gas and coke as means of house heating, has fallen from an annual production of approximately 100,000,000 tons 20 years ago to a 50,000,000 ton average now, with the drop being most rapid during the last five years.

A good many anthracite producers watched the declining sales with dismay but, aside from weeping into their beer and wishing for a return of the "good old days", did nothing to turn or even stem the tide. But DL&W is a different kind of company. They had proved that years before, when they developed and patented their unique process for coloring coal, enabling them to offer consumers a coal that could be unmistakably recognized, so that every Blue Coal customer could tell by a glance into his bin that he had received the coal he ordered.

By rendering substitution impossible and trade-marking their own brand of coal, DL&W had licked one of the chief hazards of coal merchandising.

But there still remained another large obstacle between them and the coal consuming public, the fact that few coal users ever came into contact with their coal dealers. Coal yards, by necessity, are located alongside the docks or freight sidings, places completely outside the normal orbit of most consumers, who order their coal by telephone and pay for it by mail.

So, in their broadcasts, DL&W keep discreetly in the background and turn the spotlight as much as possible onto the "Blue Coal dealer". The program is presented, not by the "makers of Blue Coal," but by "*your* Blue Coal dealer". Window streamers, counter cards, signs for dealer trucks, ask people to listen to "*our* popular radio program". Each broadcast concludes with a 45-second heating hint by "John Barclay," heating engineer, who tells his listeners that their heating problems can be solved by a call to their local Blue Coal dealer who will send his own John Barclay-trained heating expert around to check their furnaces without charge.

By use of cut-in announcements the commercials are localized, both to give dealer identification wherever possible and to support the dealer with sales messages prepared specifically to fit his local situation. For example, in New England Blue Coal finds its chief competition from other anthracites and the sales talk is written accordingly. Again, in the Midwest, which is essentially a soft coal area, the commercials stress the advantages of a "clean" fuel. In Washington, D. C., where there is only one distributor of Blue Coal, the commercials mention this company by name as the program's sponsor.

Search for Individuality

DL&W's first association with *The Shadow* dates back to the winter of 1932-1933, when the company secured the radio rights to the name and the character for use on a series on CBS. But at that time *The Shadow* was not a real character, but only a sort of cloud hanging over the program, a ghostlike voice announcing "Who murdered Adam Addlewit? *The Shadow knows!*" followed by a sinister laugh. The program ran its course and was dropped in favor of *Little Italy*, a comedy drama serial dealing with Italian-Americans, which in turn made way for *Vanishing Voices*, a pseudo-scientific drama of a time machine device.

"These programs were fair enough," says William E. Malone Jr., assistant sales promotion and advertising manager of DL&W, "but they were just run of the mine. As radio entertainment they lacked that individuality that makes Blue Coal, for instance, stand out from all other coals. So, in 1937 when we were talking over advertising plans for the coming winter with our advertising agency, Ruthrauff & Ryan, we were all seeking a program with something special about it. We wanted a show that would catch the public's imagination, a show whose tag line would become a part of the public speech, like the Lone Ranger's 'Hi Ho Silver,' or Joe Penner's 'Wanna buy a duck?'

A Second Career

"Suddenly it occurred to us that in the long-discarded Shadow we had just that thing. His unholy laugh, his whispered 'The Shadow knows,' were properties with a tremendous value if we only took advantage of their possibilities. And so The Shadow began a second radio career. We hired the best radio writers we could find to do the scripts. We hired the best actor we could find to portray the title role, who was now a major character in the plot of each program, even though we were forced to agree not to tell the public that The Shadow was really Orson Welles.

A New Idea

"This time we were on the right track, as has been conclusively proved by both the program's popularity and the increased sales of our product, and we have continued along that line. When we lost Welles we engaged Bill Johnstone for the part and there have been no complaints. Arch Oboler, Jerry Devine, Jack Byrne, Ellery Queen and similar top-notch radio writers contribute scripts. This year for the first time we are introducing a note of comedy into our dramas, chiefly in the dialogue between our hero and heroine. This move, which is frankly an experiment and will be dropped if it does not prove successful, was based principally on a survey of entertainment trends during the last war which showed a public turn toward comedy as a relief from the tragic front page news.

"The popularity of the radio program has caused enterprising toy and novelty manufacturers to put out a wide variety of Shadow merchandise such as masks, guns, hat and cape, makeup and disguise kit, stationery and invisible ink, et cetera ad infinitum. In addition to plugging our program in hundreds of toy and department stores these novelties make unusually good premiums for use by dealers. Another by-product of the program that gives the Blue Coal dealers a chance for some extra merchandising is the movie version of The Shadow. Grand National made a Shadow picture a couple of years ago and Columbia Pictures is currently distributing a Shadow serial.

Dealer Tieups

"Dealers are urged to cooperate with local theatres through truck and store signs advising readers to 'See the Shadow at the Bijou Tonight and Hear Him Every Sunday' and through lobby displays. Contests, such as offering a ton of Blue Coal to the theatre patron guessing the correct weight of a large lump of Blue Coal displayed in the lobby, are frequently staged by our dealers and afford a natural tie-in between movie, broadcast, product and dealer."

Mr. Malone's interest in the program is not confined to sales results alone. Acting on the premise that better programs produce better results, he reads scripts, takes an active part in supervising rehearsals, attends all broadcasts and has frequent conferences with his agency's radio experts regarding the program and ways of making it more valuable to DL&W. Last year Mr. Malone hit on the idea of making *The Shadow* available to other advertisers outside the distribution area of Blue Coal, both through MBS or by transcriptions. Before the season ended the program was sold in eight or ten cities in the South and West to other sponsors, with an even larger sale expected for this winter. The use of cued local announcements for Blue Coal dealers makes the program unusually well fitted for sale to various sponsors.

OUTSTANDING among daytime programs is that weird purveyor of justice and collector of criminals, 'The Shadow'. Outstanding among dramas, also, is the same apparition. But the sales figures of DL&W are no apparition, for sponsors, as radio well knows, want facts rather than fancies. DL&W sales reflect the sponsor's aggressiveness in refusing to let intra-industry troubles wreck the business. From that courageous stand has come a series of sales increases, in direct contrast to the general trends in the anthracite industry. Here is how Delaware, Lackawanna & Western found sunshine in 'The Shadow'.

Knox Fall Drive

CHAS. B. KNOX GELATINE Co., Johnstown, N. Y., on Oct. 7 began its fall campaign for Knox gelatine sponsoring Mel Allen's quarter-hour weekly football preview on WABC, New York, heard each Saturday before the football games broadcast on CBS. On Oct. 9, the company started a five-minute transcribed mystery program five times weekly on KYW, Philadelphia, and a quarter-hour musical program titled *Knox Melody Parade* Monday through Saturday on WCAU, Philadelphia. Kenyon & Eckhardt, New York, is the agency.

Stein Clothing Discs

STEIN Bros., New York (clothing chain store), consistent user of spot radio, on Oct. 1 started for 13 weeks, using an average of five transcribed one-minute dramatized announcements daily, six times weekly, on 46 stations nationally. Allied Adv. Agency, Los Angeles, has the account. Mel Roach is agency executive on the account. Announcements feature Don Wilson and were cut by C. P. MacGregor, Hollywood transcription concern, under direction of Howard Esary Radio Productions, that city.

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Code Commotion

RADIO finds itself caught in another riptide over its first code interpretations. The Couglins and the Townsends, the Rutherfords and the Coles are affected, along with numerous local satellites who broadcast about so-called controversial issues.

The broadcasting industry, at the NAB convention in Atlantic City last July, went into the self-regulation problem with its head up and its eyes open. The situation that obtains today was foreseen; it does not come as a surprise. Then why all the shooting from within the industry?

It is one thing to deny a person time because his hair is pink. But it's quite another to adopt a principle, applicable to all, under which time will not be sold for discussion of public controversial issues. It applies equally to J. P. Morgan and Earl Browder; to Bishop Sheil and Rabbi Wise. But it does not bar any station from allotting time *gratis* for such discussions, nor from according equal time and opportunity to opposing viewpoints on the same basis.

Those who scream out against the code provisions and their interpretation do not take into account all of the circumstances. Radio is not a public utility, open to all who have the price. If that were so, broadcasters would lose control of their microphones and radio might well become a Babel of arm-waving rabble rousers preaching their particular philosophies around the clock simply because they had the price.

The broadcaster, to hold his franchise, must serve the public interest. He can't do that if he must yield to the demands of all who have the price, and then give all opposing viewpoints equal time. He must take into consideration program balance and audience reaction. He must exercise his right of picking and choosing his programs, but in so doing he must not discriminate against any particular class.

The NAB has not set itself up as a dictator, as some contend. It is simply seeking to carry out the mandate of its membership in interpreting the code provisions. It is up to the stations themselves to follow through. The responsibility to serve public interest reposes with each individual licensee, not with the trade association. Current discussions over contract renewals, cancellation notices and the like are questions to be dealt with by the stations and are temporary considerations to which the answer will be found in each individual case. Moreover, as a man-made document, voluntarily imposed, it *can be amended*. If, after trial and error, certain of its provisions prove onerous or unfair, the proper and forthright step would be to modify them.

When the code was adopted last July, we viewed it as a step in the right direction. We still feel that revenue lost today by virtue of its inhibitions can be regarded as insurance for tomorrow's operations. To repudiate the code at this late date would be unfortunate.

'Shocking Discovery'

A "SHOCKING discovery", the nation is told, has been made by the National Committee to Uphold Constitutional Government, headed by the prominent and vociferous anti-New-Deal publisher, Frank Gannett. It is the "discovery" of Section 606 of the Federal Communications Act, which permits the President, in a national emergency, to commandeer radio, even to the point of taking over broadcasting.

To us, it is rather shocking that Mr. Gannett, himself the owner of several stations through affiliation with his newspapers, should have been so long ignorant of this basic provision of communications law. It was in the old Radio Act of 1927. We of the industry have cited it repeatedly, even as far back as the Roosevelt-declared bank holiday of 1933, which had all the earmarks of a "national emergency". The Mississippi-Ohio floods likewise might have constituted the type of "national emergency" which would have justified legally the type of drastic action cited by Mr. Gannett.

"It shocked us, as it will shock the American people to discover that, by declaring that an emergency exists, the President can take advantage of a clause in the Federal Communications Act of June, 1934," Mr. Gannett advised Congressional leaders this month. He pointed out the President has absolute and unlimited power to stop free speech over the radio, to take over all broadcasting to suppress public discussion by radio of views contrary to his own, to seize any or all stations and turn them over to any department of the Government to be run as instruments of Administration propaganda.

We concur in Mr. Gannett's conclusion that the President's power is great and that in our democratic form of government dictatorial powers of that nature should not repose in any single individual. But we do not share his horrendous views on what *might* happen. It hasn't in the past, and the President has been more than friendly to radio and sympathetic with its aims and problems.

Radio through the current crisis has proved beyond any reasonable doubt that it can conduct its affairs without bias or favor and without disturbing the nation's equilibrium. Actually, Radio by the American Plan has contributed greatly to the morale of the people.

Prize Cycle

PROGRAM technique runs in cycles. Audience participation programs, after a rather meek start several years ago, are today the rule rather than the exception. The quiz technique has had a thousand offsprings. Box-top ripping has become a national pastime.

In their lust to stimulate listening, several sponsors, with the acquiescence of networks and stations, have turned to the cash-prize offer. Therein lies a danger. Several are variations of *Bingo* or *Bank Night*, which are barred in some States as lotteries. All of them apparently fall fairly close to the borderline.

The Postoffice Department already has found occasion to label one such program a lottery because the mails are used in the give-away formula. The Communications Act of 1934 carries a prohibition against lotteries and certain types of gift enterprises.

Widespread development of the cash-prize offers on the air will not help radio. Sponsors, interested only in results rather than in the welfare of the industry, can be expected to flock in increasing numbers to this new twist in audience building. And in so doing, they will try to outstrip their competitors with bigger, better and more sensational prize awards.

To prevent radio from becoming the vehicle for continuous series of prize competitions, we believe networks and stations alike would do well to check the new trend before it gets out of hand.

Legal Twist

A BRAND new philosophy in radio regulation has been adopted by the FCC under which it appears that only the applicant and the Commission will participate in hearings on new broadcast facilities. Other stations may not intervene or seek to have the issues enlarged unless they can prove to the Commission's complete satisfaction beforehand that their interests will be adversely affected, and even then the FCC reserves the right to admit them or not.

It is difficult to reconcile this new policy with that of former Chairman McNinch who, upon assuming office two years ago, adopted a "goldfish-bowl" procedure. All comers would be admitted to hearings, under his decree. We fail to see where the new procedure will result in a saving of time and money of applicants, existing stations or the Commission. On the contrary, it appears, the only result can be duplication of effort through rehearings on new issues which unquestionably will be raised by parties adversely affected.

Like other novel approaches, however, it looks as if the new policy eventually will come before the courts. It is a certainty that stations will challenge any procedure that does not give them the right to protect their facilities against undue encroachments.

We Pay Our Respects To —

WILLIAM JOHN SCRIPPS

SHOP TALK among oldtimers in the editorial and business offices of the *Detroit News* now and then takes a reminiscent turn back to the days, more than 20 years ago, when "Little Bill," son of the publisher, made very much of a pest of himself around the place. Because his dad also had a mechanical turn of mind, young Bill would bring his many amateur wireless gadgets to the office to mull over, and at times hard-boiled news and advertising men, scornful then as few of them are today of radio, would have liked nothing better than to kick the cluttering "play-toys" into smithereens.

As a matter of fact, William John Scripps, at age 13, was merely riding a "ham" radio hobby without the slightest thought that it would lead to a career and without even dreaming that his efforts might one day write his name high in radio's hall of fame as a pioneer broadcaster. Out of that hobby grew WWJ, the *Detroit News* station, with one of the finest studio plants in all radio. Though newspapering is in his blood, Bill Scripps' proudest pursuit among his many and varied activities is that of executive director of WWJ.

It was largely in the *Detroit News* plant that young Bill—his father's name is William Edmund—did his "ham" experimenting. It was partly in deference to the boss' son, though probably more particularly because radio receiving sets linage seemed to offer good prospects, that the newspaper instituted a radio page to tell something about the technical progress of radio. It was for no good reason at all—at least so some of the impatient but forebearing newspaper executives thought at that time—that the *Detroit News* inaugurated its own broadcasting station.

There is still a battle of historical research going on between Westinghouse's KDKA and the *Detroit News'* WWJ as to which came first and which is entitled to be regarded as the true pioneer station still surviving. Without attempting to take sides, we can only cite the record as it appears and the claims as made. Lee A White, historian of the *Detroit News*, records that on Aug. 21, 1920, the Detroit station (then 8MK) announced returns of the primary election in Michigan, remaining on the air daily thereafter. For KDKA it is claimed that it broadcast the Harding-Cox election returns of Nov. 2, 1920, and then continued only on a semi-weekly schedule.

Now there is no doubt that both Frank Conrad, founder of KDKA, and young Scripps, founder of WWJ, did some broadcasting before these dates—on sporadic schedule. There is also no doubt that others antedated KDKA and WWJ as broadcasters, notably Dr. Lee DeForest, who broadcast Enrico Caruso from the Metropolitan Opera House as far back as 1910. But WWJ and KDKA both lay claim to being the pioneer "broadcasting station" still in existence. KDKA argues it was operating with its present call letters 16 months before 8MK (later WBL) became WWJ on March 3, 1922. To which WWJ counters that it got its third license (in October, 1921) before KDKA had applied for its first.

Whatever the claims and counterclaims, young Bill Scripps remains one of commercial broadcasting's real pioneers, his station having begun broadcasting on a daily schedule the day after he turned 15. He was born in Detroit, Aug. 19, 1905, attended public schools of that city before going to the Hill School at Pottstown, Pa. and the University of Michigan.

Married in 1923 to the beauteous Virginia Stanley, of Boston, he chose to go into the family's Scripps Motor Co. plant, automobile manufacturer, rather than the newspaper. He started as a machinist, but that lasted only a year. Then he tried banking for a year. Inevitably he returned to the newspaper, where by that time (1926) the radio station he founded was already a going concern.

On the *News* staff he was a cub reporter before doing a turn at advertising, circulation and other branches. Always he kept an eye on the radio station, though, having once got it going, his hobbyist inclinations turned to flying, gliding, iceboating, sailing, deep sea fishing, experimental gardening and photography. He wasn't exactly a dilletante, but once a job was done he liked to try something new—still a characteristic.

In 1933 the late beloved Jefferson B. (Jeff) Webb, then director of advertising for the *Detroit News* and manager of WWJ, suggested that Bill become his assistant, paying particular attention to the technical and commercial side of the station. It was Jeff Webb who conceived and persuaded the newspaper's management, up to then just tolerating the radio station as an adjunct but refusing all offers to sell it, to erect its magnificent Gothic radio plant just across the street from the newspaper plant. He died in 1936, and Bill relinquished all other duties to assume the acting managership of the station and the direction of its construction. In 1937 he took the official title of general manager, though he remains a director of the *Detroit News* corporation and of the Scripps Motor Co.

To the radio station young Bill brought and still brings the enthusiasm of youth and the zest of his instinct for hobbies. WWJ's program standards have always been the highest. Its innovations have been many, and most of these, like the highly successful anti-tuberculosis crusade headed by Paul de Kruif, which later went nationwide, originated with young Bill. Incidentally, a program which started the day the station opened, *Tonight's Dinner*, is still on the air over WWJ.

High-frequency broadcasting is one of Bill's newest hobbies. If and when television is an everyday practicality, he will be right in the swim. Latest technical development to intrigue him is Armstrong's frequency modulation system. If there's anything new in radio, Bill Scripps will know all about it.

At the ripe old age of 34, Bill Scripps is already a "leading citizen". Besides his corporate directorships, he is a member of the Board of Commerce, a director of the Adcraft Club, a member of the board of the Detroit Symphony Society and a director and publicity chairman of the Detroit Children's Hospital. Mr. and Mrs. Scripps have four children—William Edmund II, 15; Diane, 10; Virginia, 8½; Keith Armiger, 7.

Personal NOTES

LOUIS K. SIDNEY, who has been in Hollywood for two years, on Oct. 16 takes over his former executive post with Loew's Inc. as general manager of WHN, New York. He will also assume charge of the organization's theatre department. Mr. Sidney was brought to the West Coast originally as M-G-M radio director when the film studio made an agreement with General Foods Corp. to produce and supply talent for the NBC-Red *Good News* program. When M-G-M withdrew from participation in the weekly show, Mr. Sidney continued with the film studio as a producer.

CARL E. HAYMOND, manager of KMO, Tacoma, and president of the Pacific Broadcasting System, that city, recently won first place trophy in the radio-press division of the annual golf tournament staged by the Northwest Golf Salesmen's Assn. Larry Huseby, publicity director of the network, tied for second and was also awarded a trophy.

J. S. K. HAMMANN, formerly of NBC and previously sales manager of KYW, Philadelphia, has been appointed Eastern sales representative of *Advertising & Selling* magazine, New York.

JACK TODD, formerly assistant to Herb Hollister at KANS, Wichita, and onetime program director of WHB, Kansas City, and manager of KGGF, Coffeyville, Kan., has been named manager of KMMJ, Grand Island, Neb., with Randy Ryan shifting over to sales work as commercial manager. KMMJ is owned by Mr. Hollister and Don Searle, director of KOIL, Omaha, and KFAB-KFOR, Lincoln.

PHIL HOFFMAN, formerly with the local sales staff of KSO-KRNT, Des Moines, has been named commercial manager of WNAX, Yankton, S. D., succeeding Ted Matthews.

GORDON S. STUDEBAKER, son of Dr. John W. Studebaker, U. S. Commissioner of Education, who is director of the Educational Radio Script Exchange of the U. S. Office of Education, on Oct. 5 married Miss Janice Fuller at San Francisco. Miss Fuller has been a reporter with the *San Francisco Chronicle*. They will make their home in Washington after Oct. 20.

HAYDN EVANS, for the last year commercial manager of WNAX, Yankton, S. D., has resigned to work on production of *Pot o' Gold*, new NBC show for Tums. Mr. Evans and Robert Brilmayer collaborated on the program idea.

DICK KAY, salesman of KCKN, Kansas City, Kan., is the father of a girl born recently.

JACK O'MARA has joined the sales department of WOWO-WGL, Fort Wayne, Ind.

JACK SAMWAYS, of NBC Hollywood guest relations staff, has resigned to join KTMS, Santa Barbara, Cal., as account executive.

INGHAM STEPHAN ROBERTS, of the commercial staff of KTSA, San Antonio, married Margaret Virginia Thomas Sept. 2.

WILLIAM C. KOPLOVITZ, FCC assistant general counsel, had a tonsilectomy performed Oct. 9 at Emergency Hospital in Washington.

PERCY L. DEUTSCH, president of World Broadcasting System, is vacationing at White Sulphur Springs, W. Va., following an illness of several weeks.

C. ARTHUR FIFER recently was named general manager of WTAD, Quincy, Ill.

TYLER SMITH Jr., new to radio, has joined KIEV, Glendale, Cal., as account executive. Cal Cannon, son of David H. Cannon, co-owner of KIEV, who also has joined the station as account executive, is the father of a boy born Sept. 23.

LES HARRIS, formerly of KOMO-KJR, Seattle, and before that manager of KFBL (now KRKO) Everett, Wash., recently joined KROW, Oakland, as account executive. On Sept. 30 he married Melba Hansen, of San Francisco.

S. W. (Bill) BROWN, for the last two years a member of the announcing and continuity staff of KWTO, Springfield, Mo., has joined the promotion department of Ralston Purina Co., St. Louis, as an assistant to L. A. Wherry who is in charge of the radio advertising of Purina feeds for livestock and poultry.

JOHN C. McCORMACK, manager of KWKH and KTBS, Shreveport, La., has been elected president of the Centenary College Quarterback's Club, booster club for the Centenary football team. The organization meets Tuesdays in the College gym and watches movies of the preceding week's game.

JAMES R. LUNTZEL, for the last year on the sports staff of the *Chicago American*, on Oct. 1 joined KDKA, Pittsburgh, as publicity director succeeding Kay Barr, resigned. Mr. Luntzel for nine years was associated with the Balaban and Katz Theatres in Chicago and prior to that time was on the reportorial staff of Louisville newspapers.

LENOX R. LOHR, president of NBC, on Oct. 12 addressed the banquet of the Texas Newspaper Publishers' Assn. in Galveston, held in honor of G. B. Dealey, president of the *Dallas News*, who was celebrating 63 years of service with that organization.

JOHN EWING, owner of KWKH and KTBS, Shreveport, and publisher of the *Shreveport Times*, on Sept. 30 conferred at the White House with President Roosevelt.

JOHN W. HAIGIS Jr., son of J. W. Haigis, owner of WHAI, Greenfield, Mass., and a graduate of Amherst College, has joined the station as director of the news department.

P. H. CUNNINGHAM, formerly in the newspaper advertising field, has joined KWOC, Poplar Bluff, Mo., as commercial manager, succeeding Cliff Atkinson.

JOHN C. McCLOY, formerly program manager of WROK, Rockford, Ill., on Oct. 1 joined WKAT, Miami Beach, Fla., as assistant to President Frank Katzentine.

MORTON BASSETT of NBC sales department, New York, on Dec. 17 will marry Davyde Miller of Elmhurst, Long Island.

LESLIE W. JOY, general manager of KYW, Philadelphia, again has been named chairman of the radio committee of the Southeastern Pennsylvania chapter of the American Red Cross. Joy also was appointed to the Founders' Day committee of the University of Pennsylvania for 1939-40.

HENRY GREENFIELD, who has been serving as both advertising manager of the *Jewish Daily Forward* and general manager of WEVD, New York, owned by the newspaper, will henceforth devote all his time to the station as managing director. Joshua S. Epstein, formerly of Waxelbaum & Co., New York, succeeds Mr. Greenfield at the *Daily Forward*.

WILLIAM MISKIN, formerly in the travel service field, has joined WMCA, New York, as salesman.

DAVE SUTTON, new to radio, has joined the sales staff of WBBM, Chicago.

G. F. BOURKE, manager of CKCA, Kenora, Ont., has resigned.

JOHN O'HEAR, formerly publicity director of Charleston's Dock Street Theatre and new to radio, has joined the commercial department of WCSC, Charleston, S. C.

FRED ELSETHAGEN, of the commercial staff of KGVO, Missoula, Mont., is the father of a boy born recently.

WILLIAM ROTE, formerly of WOKO and WABY, Albany, N. Y., has joined the sales staff of WKBN, Youngstown, O.

WYNN NEELY, formerly of WISN and WEMP, Milwaukee, has joined the sales staff of WROK, Rockford, Ill.

Willey Appointed

F. C. WILLEY, business manager of the *Modesto Bee*, has been named assistant general manager of the McClatchy properties, according to an announcement by G. C. Hamilton, vice-president and general manager of the McClatchy newspapers and radio stations. Mr. Willey, who will headquarter in Sacramento, has been with the McClatchy organization for 13 years, starting in the advertising department of the *Sacramento Bee* in 1926 and becoming business manager of the *Modesto Bee* in 1933.

Mr. Willey

Wirges Joins WFBM

WILLIAM WIRGES, veteran radio production man, has left the NBC Thesaurus staff to become musical and production manager of WFBM, Indianapolis, it was announced Oct. 9 by Jesse L. Kaufman, general manager of the station. Mr. Wirges, a conductor, pianist and composer, who has handled programs for Van Heusen, Eveready, Smith Brothers, Valspar and other sponsors, plans to promote music written especialy for radio and to develop local talent. For three years he was musical director of Brunswick Recording Co., and has been accompanist for Morton Downey, Irene Bordoni, James Melton, George Jessel, and Frank Munn.

Mr. Wirges

Simon Joins WOR

ROBERT A. SIMON, noted radio writer, annotator and music critic of the *New Yorker* magazine, on Oct. 9 became director of continuities in the program department of WOR, Newark. In the early days of radio, Mr. Simon conducted his own musical commentary programs on various stations in New York, and in 1929 joined the Judson Radio Program Corp., New York. In 1931 he joined the radio department of J. Walter Thompson Co., New York, which position he has resigned to join WOR. Mr. Simon also conducts a course in radio technique at the Juilliard Graduate School of Music.

George Daws

GEORGE DAWS, 38, former publicity agent, radio commentator and writer, died Oct. 1 of a streptococcic infection at the Knickerbocker Hospital, New York. Mr. Daws wrote for the *New York World-Telegram*, was publicity agent for Warner Brothers, and in 1934 joined Blackett-Sample-Hummert, New York, as editor of a five-minute news program broadcast twice daily on CBS under the sponsorship of General Mills, Minneapolis. At the time of his death, he was with Earl Newsom, public relations firm, New York.

TONY LEFRANO, KHJ, Los Angeles, announcer-producer, has taken on the additional duties of educational director of the Don Lee Broadcasting System.

BEHIND the MIKE

NAIPH ABODAHER, formerly production manager of WKY, Oklahoma City, has been named program director of the station, replacing Bill Kennedy, resigned, and Jim Cox has been appointed head of the WKY publicity department, following the transfer of John Shafer to a full time sports assignment.

KEN ELLINGTON, announcer of WBBM, Chicago, has transferred to the West Coast, where he is commercial announcer on the Wrigley *Gateway to Hollywood* series, which started on CBS Oct. 8. [BROADCASTING Oct. 1]. He joins Robert N. Brown, WBBM program director, new producer of the series.

GLEESON KISTLER, formerly of KFJM, Grand Forks, N. D., has joined WDAN, Danville, Ill., as program director, succeeding Donald Glasgow, who shifted in that capacity to WJBC, Bloomington, Ill. Margaret Karlstrom, pianist-announcer, has been named musical director of WDAN.

DOM DAVIS, former editor of the *NBC Transmitter* when with the NBC production division, is now on the editorial staff of the *White Plains* (N. Y.) *Evening Dispatch*, where he rewrites AP news for the newspaper's radio station, WFAS, and presents the WFAS quarter-hour newscasts four times weekly.

DAVE FREDERICK, of the publicity department of KXOK, St. Louis, has been named editor of *Flash*, weekly publication of the young men's division of the St. Louis Chamber of Commerce.

WALTER DAVIDSON, of NBC Hollywood sales promotion staff, is the father of a girl, born Sept. 28.

Meet the LADIES

MRS. DELAVAN COWLES

FOR MORE than five years, Mrs. Cowles has been broadcasting hints to homemakers in Tidewater, Virginia. Last year she began her association with WTAR, Norfolk, and is its representative on the Newport News Peninsula, operating its office and studio in the Bank of Hampton Roads Bldg. Her program, *Fashion Thrift & Home Economics*, is carried three mornings weekly on WTAR, and she features recipes for Tidewater seafood on which she is an expert.

JEROME SCHWARTZ, CBS Hollywood continuity writer, has written a new book titled *Oscar the Ostrich*, a novelty satire, which will be published by the Random House, New York. A one-act play, *Laugh God*, also written by Schwartz, and released last spring, is being produced by various little theatre groups throughout the country.

JERRY BOWMAN, formerly of WLW, Cincinnati, has joined WKBN, Youngstown, O., as news editor.

HELEN BERGOVOY, formerly with *Columbia Workshop* where she collaborated in the production, editing, casting and research of various radio scripts, will conduct a course in radio script writing at the Writers' School, New York, this season.

HERBERT BAYARD SWOPE Jr., formerly editor of the CBS monthly program book, has been named CBS trade news editor, replacing James S. Tyler who moves up to the position of copywriter. Robert Gerdy has joined CBS to replace Mr. Swope.

BILL TRAUM, formerly of WROK, Rockford, Ill., has joined WJIM, Lansing, Mich., as head of the newly organized WJIM news bureau.

CHARLES CRUTCHFIELD, program director of WBT, Charlotte, N. C., recently bagged the first deer reported during the 1939 deer season in North Carolina.

MICHAEL WILKOMIRSKI, violinist of WGN, Chicago, has been named concertmeister of the WGN orchestra, according to Henry Weber, WGN musical director.

JOHN LAGEMANN, who recently resigned from the CBS publicity staff in New York to devote his time to fiction, is author of *Time to Get Up*, broadcast on CBS Oct. 10 as the first of the new fall series of *Columbia Wokshop* productions.

MAVIS GREEN has been appointed educational director of Arizona Network and is headquartered at KOY, Phoenix.

EDWARD R. MAYER, formerly with the *Philadelphia Record*, has joined WIP, Philadelphia, as news editor, in which capacity he will supervise the 13 individual news broadcasts carried by the station daily.

EDWARD J. LORD, formerly manager of WLNH, Laconia, N. H., is now with WFMJ, Youngstown, O. John H. Baxter, WFMJ program director, has resigned.

ANDREW ALLAN, formerly announcer and continuity writer at CFRB, Toronto, and recently with a London (England) agency handling radio advertising, returned to Toronto Sept. 30. He was a survivor of the torpedoed *Athenia*.

BOB LEHIGH, announcer of WCSC, Charleston, S. C., recently remarried his former wife, and she and their three-year-old son have joined him in Charleston.

KENNETH WEBB, radio script editor of BBDO, New York, will conduct an evening class in radio script writing at the New York U Radio Workshop this fall.

FRED HENRY and Clete Roberts, news commentators of KMTR, Hollywood, have signed for four-daily three-minute news summaries in the Pantages, Hollywood and RKO-Hillstreet theatres, with more expected to be added. The pair also continue their nightly sponsored half-hour *Let's Talk Over the News* on KMTR.

VIRGINIA MELTON has joined the continuity staff of KSO-KRNT, Des Moines.

BOB KESTEN, Toronto free-lance program director, formerly with CKCL, Toronto, has been appointed program director of CKGB, Timmins, Ont.

WILLIAM C. LIVESAY, announcer of KGMB, Honolulu, on Sept. 30 married Laurel Ensminger.

BOB HOWELL, formerly of WNLC, New London, Conn., has joined the sales department of WELI, New Haven. Vincent Palmeri has transferred from the WELI publicity department to continuity, and is succeeded by Richard Carlson. Bill Reeves has been named chief of the news department, succeeding Sidney Golluboff. Bud Finch has joined the WELI announcing staff.

FRANK DOUGHERTY, head of the supply department of WIP, Philadelphia, sailed from New York Oct. 6 on the *Santa Lucia* for Guayaquil, Ecuador, where he will join the staff of the Ministry of Industry. Thomas Gill has succeeded him at WIP.

PAUL S. FARRELLE, formerly of KROY, Sacramento, has joined the announcing staff of KPMC, Bakersfield, Cal.

GANUS SCARBOROUGH, formerly of WJBY, Gadsden, and WBRC, Birmingham, has joined the announcing staff of WHMA, Anniston, Ala.

LINCOLN P. SIMMONDS, of Texas State Network, has returned to work in Fort Worth following a successful eye operation and five weeks confinement in a New York hospital.

SIDNEY WALTON, former announcer of WOR, Newark, on Oct. 1 joined the station's news staff with a daily 4 p. m. Transradio period. Floyd Mack, formerly announcer of the Don Lee Network, has joined the WOR announcing staff on a permanent basis after a temporary position this past summer, and Al Helfer, who assisted Red Barber with baseball broadcasts this summer, has returned to the station's regular announcing staff.

ED MASON, announcer of WLW, Cincinnati, and George Biggar, program director of the station, recently won first and second prize, respectively, in a muzzle-loading rifle contest staged by the Ohio Valley Coon Dog Assn. at Dillsboro, Ind.

KEN ALLYN, formerly of the NBC guest relations staff, has joined WRTD, Richmond, Va., as special events announcer. Hugh Carlyle, Carnegie Tech graduate, has replaced Peco Gleason as head of the WRTD sports department.

EMERSON SMITH, formerly with NBC in San Francisco, has joined the announcing and production staff of KDYL, Salt Lake City. Mildred Baker has joined the KDYL continuity department.

FRANK WILLIS, who returned early this summer from an exchange post with the Australian Broadcasting Commission, is now stationed at the Toronto production headquarters of Canadian Broadcasting Corp.

WILBUR CORLEY, announcer of WIND, Gary, Ind., is to marry Miss Audrey Miller Oct. 21.

DON McNAMARA, chief announcer of KMTR, Hollywood, has resigned to join KFI, Los Angeles.

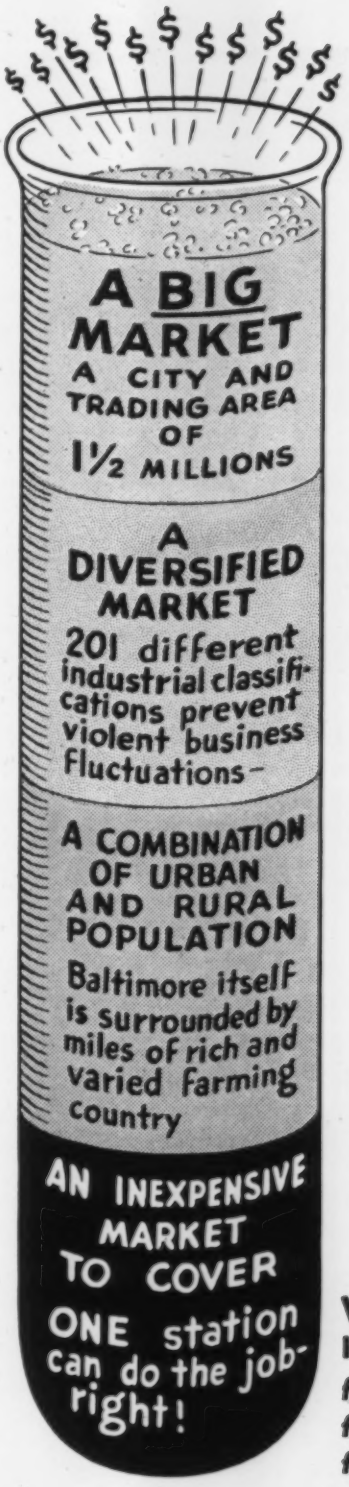
HUGH (Bud) ERNST Jr., production manager of KMTR, Hollywood, for 10 months, has resigned. His successor is Mort Werner, formerly assistant to Ernst.

WALTER KELSEY has resigned as musical director of KPO-KGO, San Francisco, but will remain on staff as a conducter and violinist. The post will not be filled.

THOMAS D. CONNOLLY, assistant to Victor M. Ratner, CBS director of sales promotion, on Oct. 10 spoke on "Covering the Market by Radio" before the National Canvas Goods Manufacturers Assn., at the Hotel New Yorker, New York. Using as a basis the figures that 28 million families in America own over 41 million radio sets and spend an average of more than five hours daily listening to their sets, Mr. Connolly proved that radio produces results for advertisers in this tremendous market by telling of the rise in net profits as a result of radio advertising for a gum manufacturer, a silverware producer and one of the largest of the food advertisers.

BALTIMORE-- "TEST-TUBE" CITY!

Get a representative reaction by trying out your advertising formula here:


A BIG MARKET
A CITY AND TRADING AREA OF 1½ MILLIONS
A DIVERSIFIED MARKET
201 different industrial classifications prevent violent business fluctuations—
A COMBINATION OF URBAN AND RURAL POPULATION
Baltimore itself is surrounded by miles of rich and varied farming country
AN INEXPENSIVE MARKET TO COVER
ONE station can do the job—right!

WFBR is Baltimore's leading radio station--
first in popularity
first in advertising
first in showmanship

IN BALTIMORE THEY LISTEN TO—

WFBR

National Representatives: EDWARD PETRY & CO. NEW YORK · CHICAGO SAN FRANCISCO DETROIT

MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK

DANA WATERS, assistant to John M. Outler Jr., advertising manager of WSB, Atlanta, has enrolled in Columbia Theological Seminary and shifted to a night announcing assignment to accommodate the scholastic schedule.

MONA BAKER, graduate student of Montana State U school of journalism, has joined KGVO, Missoula.

BOB O'HARA, sports columnist of the *Syracuse Herald-Journal*, has joined the sports staff of WFBL, Syracuse, N. Y.

CLIFF PETERSEN, actor of NBC-Chicago, is the father of a boy born recently.

SHORTY CARSON, actor of NBC-Chicago, married Maxine Wade Oct. 7.

STANLEY GORDON, actor of WGN, Chicago, married Miss Merle Erickson Oct. 2.

CHARLES VOLGER has joined the announcing staff of WHBF, Rock Island, Ill.

JAMES MUGFORD has resigned as program director of WSPA, Spartanburg, S. C.

FRANK BRADY, of the sports department, and Mena Boyer, secretary to Program Director C. G. Renier, of KMOX, St. Louis, recently announced their marriage of last July. Harriet Edwards, director of KMOX educational programs, on Oct. 7 was married to H. N. Spencer Jr., of D'Arcy Adv. Agency, St. Louis.

RUSS HODGES, sportscaster of WBT, Charlotte, N. C., on Sept. 30 married Margaret Hilton.

HARRY JORDAN, announcer of KOMO, Seattle, is the father of a girl born recently. Maitland Jordan, also a KOMO-KJR announcer, recently married May Strangeby, formerly of the station copy department.

MARGARET KILEY has joined the program staff of WEEI, Boston, to assist in *Food Magician* broadcasts and promotion, making personal appearances in New England stores to acquaint housewives with food products mentioned in recipes on the program.

ROBERT STONE, of the NBC transcription department in New York, is to marry Margaret Stillman, of the stenographic department, on Oct. 15.

VIRGINIA PRICKETT, new to radio, has joined the secretarial staff of the Chicago office of Texas State Network.

WALDON PORTERFIELD, formerly of KFRU, Columbia, Mo., has joined the news staff of WHO, Des Moines.

CARL VANDAGRIFT, press relations director of WOWO, Fort Wayne, Ind., on Oct. 7 married Harriette Fosnight.

CHARLES WOOD, James Nolan, Edwin Watson, Ronald Rule, Stanley Warwick, James Scott and Radford Kuykendall, all students of Washington State College, Pullman, have been named announcers of KWSC, the university station, for the 1939-40 college year.

JEAN TENNANT McGRAW, formerly of the traffic department of WOAI, San Antonio, was married Sept. 30 to Richard E. Meyers. Virginia Anderson replaced her in the WOAI traffic department.

CYRUS TROBBE, formerly musical director of KPO and more recently in that capacity on KYA, recently was named musical director of KFRC, San Francisco. He succeeds Chet Smith, resigned.

CLINTON JONES, formerly assistant news editor at KNX, Hollywood, has been named news editor of KSFO, San Francisco.

GIFTS and farewell festivals marked the departure of Lloyd E. Yoder from San Francisco to become manager of KOA, Denver, after two years as manager of KPO-KGO. Employes presented him with this set of golf clubs, with Jennings Pierce (left), agriculture director, making the address, while Milton Samuel (right), manager of the KPO-KGO press department watched. Affairs were given by station department heads, who presented him with pipe and pipeholder, as well as Northern California Broadcasters Assn., San Francisco Press Club, Shriners, and businessmen.

FRANK FARR, formerly of Salt Lake City, has been added to the announcing staff of KPO-KGO, San Francisco.

EVAN FRY, formerly of KCKN, Kansas City, Kan., has joined the announcing staff of KANS, Wichita.

STANLEY L. VAINRIB, formerly in radio in Chicago, has joined KRIC, Beaumont, Tex., as announcer and publicity director.

STANLEY SWALES, announcer of WWJ, Detroit, recently married Marian Wilson. Winifred Wilcox has joined the WWJ office staff as receptionist.

GERALD HOLLAND, free-lance writer, formerly with KMOX, St. Louis, has joined the NBC script division, New York.

BILL WOODSON, formerly of KHJ, Los Angeles, has joined the announcing staff of WDGY, Minneapolis.

DANA BASTIANI, 11-year old Chicago radio singer, has joined the music staff of KFEQ, St. Joseph, Mo.

TRISTAN COFFIN, former Hollywood announcer, has been signed by Monogram Productions, that city, for role in a forthcoming film.

RAY EPSTEIN, former sportscaster of KROW, Oakland, Cal., has resigned and is free lancing in Chicago.

SAM WANAMAKER, actor of NBC-Chicago, has been named director of the local Jewish Peoples' dramatic group. A number of prominent Chicago actors are members of the group.

PEGGY HILLIAS, leading actress of *Manhattan Mother* on CBS was recently married to Jack Bordeaux, radio singer.

WILLIAM M. CARPENTER, Columbia U graduate, has joined WRAL, Raleigh, N. C. as publicity director, succeeding Howard Hamrick, J. B. Clark, sportscaster, has joined the WRAL announcing staff.

JACK PAYNE, of WTMJ, Milwaukee, recently was hospitalized with a fractured jaw and slight brain concussion resulting from a motor accident.

PETE PRINGLE, editor of the CBS Hollywood news bureau, is the father of a boy, born Oct. 9.

Grubb's Song

WHEN Oklahoma City's Downtown Quarterbacks saw the need for a new Oklahoma U football song, a committee approached Gayle Grubb, manager of WKY, with the suggestion that the station sponsor a song contest. Manager Grubb, a football fan and something of a composer himself, eliminated necessity for further search by composing "Hail to Oklahoma", which made its debut between halves of the Oct. 14 game. Also one of radio's pioneer football announcers, Manager Grubb started his 15th consecutive year of stadium broadcasting when he handled the color commentaries for John Shafer's description of the Oklahoma-Northwestern game Oct. 7.

NBC Hollywood Shifts

REALIGNMENT of executive personnel has been put into effect at NBC Hollywood studios by Don E. Gilman, western division vice-president. Reshuffling created three new positions and coordination of the duties of two department executives. Walter Baker, formerly general service manager, has taken over the newly-created post of office manager of NBC Artists Service, under management of Alex Robb. Three subdivisions under Baker's former supervision—building management, maintenance and general service—have been turned over to aides, responsible to Lew Frost, assistant to Gilman. Walter Davidson, supervisor of studio tours, has been transferred to the sales promotion department as assistant to Charles Brown, head of that division on the Pacific Coast. William J. Andrews has relinquished the post of night program supervisor to Marvin Young. He is now manager of guest relations department which includes tour guides, receptionists and ticket distribution. Young also continues as assistant program director under John Swallow.

Opera Names Weber

HENRY WEBER, musical director of WGN, Chicago, has been named general musical director of the Chicago City Opera Company for the coming season. In addition, Mr. Weber will conduct several of the 40 operas to be given. At 38, Mr. Weber has a record of 20 years as conductor of world famous operatic orchestras including the Chicago Civic and operas at Bremen, Germany, and Florence, Italy. Mr. Weber is a graduate of the Imperial Academy of Music at Vienna.

Lucille's Crew

WHEN the new home of Lucille Long, singer on the *WLS National Barn Dance*, was recently completed everyone who had worked on the house was invited to a broadcast. Paper hangers, truck drivers and painters filled a special section of Chicago's Eighth Street theatre during the show.

Personnel and Facilities In Ontario Are Widened By Thomson Interests

WITH establishment of a new company, combining the broadcasting and publishing enterprises of Roy H. Thomson in Northern Ontario, an expansion of personnel has taken place. The new company is now known as Northern Broadcasting and Publications, Ltd., with Mr. Thomson as president. The organization operates CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; the *Timmins Daily Press;* the weekly French language paper *La Voix Populaire*, Timmins; the weekly *Larder Lake* (Ont.) *Sun;* and the Northern Directory Co.

Mr. Cooke

Jack Cooke, 27, for three years sales manager of Northern Broadcasting Co., in Toronto, has been appointed general manager of the broadcasting division of the company. He was with the sales organization of Colgate-Palmolive-Peet Co. in Toronto before joining Northern Broadcasting. He will make his headquarters in Timmins, visiting each station frequently and also keeping in touch with the Toronto sales office.

George Brown, new to radio, has been taken on as operator at CKGB. Paul Vatcher, also new to radio, has been appointed operator at CJKL. Hal Cooke, new to radio, has joined the announcing staff at CFCH. Dan Carr, formerly announcer at CKGB, becomes sales manager. Sonya Barnett, continuity writer at CFCH, is now at CKGB. Julian Garson, announcer at CHML, Hamilton, Ont., has been appointed announcer at CKGB. Bill Wren, former manager of CKGB, has been appointed editor of the *Timmins Daily Press.*

Building of a new two-story home of CKGB and the *Timmins Daily Press*, which was stopped at the outbreak of war, has been resumed, and the structure is expected to be completed by spring. Three studios, control room offices and the news room of the daily will occupy the second floor. The building is the most modern in northern Ontario.

Shecklen for Isbell

GEORGE SHECKLEN, recently returned from Shanghai where he had charge of RCA Communications affairs in China, has been appointed manager of the company's commercial department in New York, succeeding Arthur Isbell, who retired Sept. 29 after 37 years of radio work. Mr. Isbell installed the wireless equipment in the steamship *President* in 1907 and sailed as operator with the ship, first vessel of the U. S. Merchant Marine to carry radio into the Pacific. Mr. Shecklen's radio career dates from 1911 when he joined the United Wireless Telegraph Co. in operations work. After serving in the Navy during the war, he joined RCA in 1919 and has held successively the posts of radio operator, chief accountant, cashier, commercial representative and assistant superintendent in San Francisco until 1928, when he was sent to China.

Specialized Staff Leads to Speedier Handling of News

Control of Judgment, Avoiding Of Duplication Attained

By JOHN F. PATT
Vice-President & General Manager
WGAR, Cleveland

DOES news pay?

Managers of several hundred broadcasting stations have decided in the past several years that it does. Steadily increasing lists of stations broadcasting news attests to the success of news as a broadcast feature.

Mr. Patt

But — does a News Department pay?

That's another question. Many stations hesitated to build up the overhead by putting one or more full-time news men on the payroll to edit and prepare newscasts.

But a News Department does pay. That, at any rate, is the experience of WGAR, one of the first stations to back up its wire service with an editorial staff.

Two to Edit

When we contracted with INS for trunk wire reports, we did not consider this as the be-all and end-all. Rather, we regarded the wire service as a starting point and took on two experienced editors to develop the wire service and local news into a genuinely personalized service to WGAR listeners.

Here are the advantages that accrued to WGAR through the staffing of a News Department:

Consistency in editorial judgment and centralized control of policy.

WGAR broadcasts do not duplicate those on any other station, in structure and wording. Naturally, there is the coverage of the same major news facts.

Developments of feature angles and local application of wire stories.

Closer contact with police and fire departments, city officials, hospitals, etc.

Faster action on flash news. The editor "rides" the wire and is not in danger of missing a flash while engaged in some other task.

Complete coverage while newscast is on the air. In the case of 15-minute newscasts this is important. Major developments occasionally come while the newscaster is on the air. The news editor on duty does not relax his vigilance even during the airing of news.

And possibly at the top of the list in importance—direct contact with listeners. There are innumerable occasions when listeners telephone to ask about items they have heard on the air. At WGAR the news editor handles the call and supplies the information. This has made a number of warm friends for WGAR. They advertise by word of mouth, and the station's consistent audience and its reputation as "Cleveland's Friendly Station" are enhanced.

In the WGAR News Department are Editor Ralph Worden, and his assistant, Ted Hanna. Both are experienced newspaper and radio newsmen.

WBBM Sports Sponsors

FOUR sponsored sports programs were recently signed by WBBM, Chicago, to start during October. Stephano Bros., Philadelphia (Marvel cigarettes), through Aitkin-Kynett Adv. Co. is using *Sports Huddle*, thrice-weekly quarter-hour sports celebrity interviews with Pat Flanagan and John Harrington, WBBM sportscasters, as m.c.'s. Peter Hand Brewing Co., through Mitchell-Faust Adv. Co., is sponsoring the Wednesday evening quarter-hour *Harrington's Football Preview* and on Dec. 2 will start *Sports Quiz*, which will run up to the 1940 baseball season. Andes Candies, Chicago, through McJunkin Adv. Co. is using *Fifth Quarter*, a recapitulation program immediately following WBBM's collegiate football broadcasts.

H. V. KALTENBORN will be guest of honor at a luncheon given Oct. 16 in New York by Columbia Pictures Corp. at which a preview of "Mr. Smith Goes to Washington", in which Mr. Kaltenborn portrays himself, will be shown. Edwin C. Hill, Bob Trout, Gabriel Heatter and other commentators have been invited.

Fame at Last

FOR YEARS, Ray Bierman, engineer of NBC-Chicago, has handled the controls during the *Vic and Sade* dramatic script show. The other day he swallowed his gum and jumped a foot when one actor on the show said, "If it was hard for you to learn your lessons like Raymond Bierman there . . ." On recovery, Bierman was presented with an autographed script of the day's show.

Direct Mail Citations

CITATIONS to radio at the annual Direct Mail Advertising Association's banquet Sept. 28 at the Hotel Roosevelt, New York, included awards to E. P. H. James, NBC advertising and sales promotion manager, New York; Emmons C. Carlson, NBC advertising and sales promotion manager, WMAQ-WENR, Chicago; John H. Dodge, NBC commercial manager of WMAL and WRC, Washington; Robert A. Schmid, sales promotion manager of MBS.

WCKY Carries Program At Gubernatorial Shift

AS A public service, WCKY, Cincinnati, ran lines to the Kentucky State Capitol at Frankfort Oct. 9 and broadcast the proceedings as Gov. A. B. Chandler resigned, Lieut.-Gov. Keen Johnson took the oath as Governor and then appointed Chandler U. S. Senator from Kentucky to succeed the late Senator Logan. The ceremonies, held in the House Chamber of the Capitol, were attended by 1,000.

To accommodate the special broadcast, carried from 11:30-12 noon, WCKY cancelled two network commercial programs, simultaneously transcribing the ceremonies and rebroadcasting at 6 p.m. that day. L. B. Wilson, president and general manager of WCKY, and a friend of both Sen. Chandler and Gov. Johnson, went to Frankfort to take personal charge of broadcast arrangements. Rex Davis, announcer, and Charles Topmiller, chief engineer, handled the Capitol pickup. Gov. Johnson had visited WCKY two weeks before to participate in its 50 kw. dedication.

DEALER'S CHOICE

Mr. William H. Levis

* THE FIFTH OF A SERIES

Intelligent use of their advertising appropriation has had much to do with the sound growth of the Levis Music Stores to dominant position in Rochester.

Like other careful gaugers of the media to reach this rich market, William Levis, manager of the Levis Music Stores, makes important use of WHEC—and has, *continuously*, for over 3 years!

Rochester merchants know Rochester's listening preferences first hand;—back their opinion of WHEC with their own hard dollars!

BASIC CBS

Representatives:

PAUL H. RAYMER CO.
New York Chicago Detroit
San Francisco

WHEC ROCHESTER

KMBC Farm Series

PHIL EVANS, well-known farm authority and radio commentator, on Oct. 1 joined KMBC, Kansas City, as director of farm service, in which capacity he will actively supervise all farm activities of the station, coordinating them with local, regional and Federal agricultural agencies, and working with the program department in developing farm programs, both from the service and commercial angle. Mr. Evans recently completed a year's contract as the *Goodyear Farm Commentator* on NBC, and will conduct a special program on KMBC as the *Friendly Farm Counselor*. Creation of the farm director post on the KMBC staff is part of the station's policy to expand and improve its rural service, according to President Arthur B. Church.

Mr. Evans

Canadian Quiz Test

WILLARDS CHOCOLATE Ltd., Toronto, on Oct. 15, started a weekly quiz on CFRB, Toronto, as a test for a possible network or transcription campaign on a large number of Canadian stations. Cockfield Brown & Co., Toronto, placed the account.

Promote N. Y. Auto Show

ANNUAL Automobile Show, held this year from Oct. 15-22 in the Grand Central Palace, New York, will be promoted throughout the week of the show with special announcements on various network programs sponsored by gas, oil and automobile manufacturers. Sponsors cooperating are Chrysler Corp. on *Major Bowes* program, CBS; American Oil Co. on *Edwin C. Hill's* news program, CBS; Texas Co. on *Texaco Star Theatre*, CBS; Sun Oil Co. on *Lowell Thomas'* program, NBC; Cities Service Co. on *Cities Service Concert*, NBC; Firestone Tire & Rubber Co. on *Voice of Firestone*, NBC; and on WJZ, New York, *Woman of Tomorrow* program, *Ray Perkins'* program and *Ed East's* program. Rowland Adv. Service, New York, is handling the promotion for the Auto Show.

Doubles in Justice

BUSY MAN for several years, William Montgomery, transmitter engineer of WSM, Nashville, combined his engineering work with a course at the Vanderbilt U law school for four years and got his sheepskin. Last month, after a couple years practicing law in combination with his WSM job, Montgomery was appointed judge of the Williamson County general sessions court. Nothing daunted, he still is keeping his job as engineer, opening the WSM transmitter early each morning, working there until noon, then driving to Franklin to gavel the court into session during the afternoons.

A NEW 100-watt station on 1420 kc. in Marysville, Cal., is sought in an application filed with the FCC by Marysville-Yuba City Broadcasters Inc., controlled by the interests owning KYOS and the *Merced Sun-Star*.

ALL EARS

"All Ears" in the largest primary area in the United States are focused on KFYR for it is the only single advertising medium reaching all of this tremendous Northwest.

"All Ears" focus on KFYR because it has always given them the best entertainment; the latest AP news; told them where they can get best value for their hard-earned money.

NBC-Red & Blue
550 Kilocycles

1000 watts-night
5000 watts-day

KFYR

BISMARCK, NORTH DAKOTA ∞ MEYER BROADCASTING CO.

in the CONTROL ROOM

ROBERT J. SINETT, formerly assistant chief engineer of WHBF, Rock Island, Ill., has been promoted to chief engineer, succeeding J. E. Gray, who on Oct. 1 resigned to join the technical staff of the Illinois State Police radio system. John Sharpley and George Hanna have been added to the WHBF engineering staff.

LAWRENCE E. JOSEPH, recently appointed executive head of the Blaw-Knox Division, was elected a director and vice-president of Blaw-Knox Co. at the last meeting of the board of directors.

MAJ. R. L. DUNCAN, veteran radioman, has been elected president of the Television Training School, 480 Lexington Ave., New York. Maj. Duncan was associated with the Marconi Institute in the past and was once managing director of the Radio Institute of America.

JACK LOVELL has been named chief engineer of WKY, Oklahoma City, succeeding Earl Hull, resigned. Charles Walker, formerly a WKY operator, has transferred to KLZ, Denver. Jimmy Bray, formerly of KTOK, Oklahoma City, has joined the WKY technical staff.

MISCHA PELZ Jr., formerly in charge of the Los Angeles City College public address system, has joined the studio engineering staff of KHJ, that city. His father, now retired, was at one time musical director of KOIN, Portland, Ore.

JOHN BUTTRICK, of WEEI, Boston, has been transferred to the transmitter staff at Medford, Mass., and is succeeded at the studio controls by Robert DeHart.

HUGH L. LIBBY, faculty member, has been named chief operator and faculty supervisor of the Washington State College station, KWSC, at Pullman.

CHARLES JEFFERS, engineer of WOAI, San Antonio, on Oct. 5 married Mary Jane Kuntz.

TED REICK has joined the engineering staff of WDAN, Danville, Ill., as transmitter operator.

EDWARD McGINLEY, formerly control engineer of WJEJ, Hagerstown, Md., and WTMA, Charleston, S. C., has joined the engineering staff of WCSC, Charleston.

EDWARD TURNER, transmitter engineer of WIP, Philadelphia, is recovering from a fractured hip received when he slipped on a newly-painted floor in his home.

RUSS THOMPSON, engineer of WBBM, Chicago, has returned to the studios following a month's absence caused by a fractured right leg.

IRVING SMALL and George D'Lugas have joined the engineering staff of WELI, New Haven, along with Grant Ellerbeck as relief operator.

DAN MUNROE, engineer of WIND, Gary, Ind., married Jean Kraft Oct. 15.

BOB NICHOLAS, Kenneth Crank and J. B. Hannon have joined the engineering staff of KXOK, St. Louis. Al Bergtold, KXOK operator, recently married.

DON CHASE, engineer of WTMJ, Milwaukee, was flight commander of Wisconsin's Civil Air Company aviation field day for 1939, staged recently.

KFRC, Abilene, Tex., has applied to the FCC for authority to change frequency from 1420 to 940 kc. and to increase its power from 250 to 1,000 watts.

aluminum construction
light weight

completely self contained
fast set up

easy accessibility

standard batteries–long life

3 standard tubes

amplifier chassis removable

front access attentuators

COLLINS NEW 12Z REMOTE Has Plenty On The Ball

It is football time again and to help you do a better pick-up job, here is Collins new 12Z. Many operators will be trudging stadium steps again, but instead of carting a van load of equipment, the smart operator will be able to take two steps at a time with his light-weight 12Z.

Inherent Collins quality assures him of the utmost reliability and fidelity. He knows that with the 12Z he can do a studio job anywhere. A shrewd happy man, indeed, is our hero with his new shiny Collins 12Z Remote Amplifier. We say shrewd, because he knows the 12Z is more amplifier for the money than he can buy anywhere else.

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA NEW YORK, N. Y. 11 WEST 42 STREET

AGAIN--FIRST

with the Newest

TELEVISION demonstrations, of course—but it has been one of the biggest events in a long time here in Salt Lake, judging from crowds attracted and interest displayed.

What does this mean to you, as an advertiser? It means that the people of the intermountain territory look to KDYL for everything that's newest and most interesting—that they will continue to think of KDYL as the station that "always has it first"—that they will continue to sense KDYL's leadership.

5000 WATTS DAYTIME
1000 WATTS NIGHTS

KDYL

THE *POPULAR* STATION
Salt Lake City, Utah
Representatives:
JOHN BLAIR & COMPANY
Chicago - New York - Detroit
San Francisco - Los Angeles

NBC RED NETWORK

PEARCE A PIONEER
Claims He Conducted Music Broadcast in 1914

NOT YET claiming he is the first person to have conducted a musical broadcast, but wondering if there were any others before him, is Al Pearce, currently heard with his Gang for Dole Pineapple on CBS. His record goes back to 1914—the log of the *USS Sherman* in Washington, D. C., contains the record of the ship having received by wireless telephone a musical program conducted by Pearce.

A lad of 16 at the time, Pearce broadcast over a radio arc transmitter from a station owned and operated by E. A. Portal, located atop the Garden City Bank in San Jose, Cal. Using an Edison "morning glory" type microphone, Al acted as m.c., and then sang with his brother in an act billed as "Al and Cal", with the theme song "Hello, Hawaii, How Are You?", which was the hit of the 1914 season. Currently he is trying to find out if he was the first person to conduct a music-comedy program on the air.

Langendorf Increases

LANGENDORF United Bakeries, one of the Pacific Coast's largest bakery concerns and a major radio advertiser, recently expanded its two network shows. *News Pictorial*, previously heard thrice-weekly on 24 Don Lee stations, changed time, name and format and is now on NBC-Pacific Red network five days a week as *Original Rush Hughes Pictorial. The Phantom Pilot* is now on Mutual-Don Lee two to three times weekly. Langendorf introduced Wheato-Nuts and Dr. Penland's bread in California and Washington this year. Leon Livingston Adv. Agency, San Francisco, is agency.

Rolls Razor in Canada

RICHARDS GLAS Co., Toronto (Rolls Razors) on Oct. 16 will start a campaign of spot announcements to run three to six times weekly on CHNS, Halifax; CJCB, Sydney, N. S.; CFNB, Fredericton, N. B.; CKCW, Moncton, N. B.; CHSJ, St. John, N. B.; CFCF, Montreal; CKAC, Montreal; CFRC, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CKCR, Kitchener, Ont.; CFPL, London, Ont.; CBO, Ottawa; CKSO, Sudbury, Ont.; CKGB, Timmins, Ont.; CKCL, Toronto; CKLW, Windsor; and a group of western stations. A. McKim Ltd., Toronto, placed the account.

COME AND GET IT!

A ready-made audience with a constant supply of ready cash is the golden combination offered you on WAIR. If it's volume you want—it's here! Come and get it!

WAIR

Winston-Salem, North Carolina
National Representatives
Sears & Ayer

IN ANTICIPATION of two new papas, members of the staff of WJSV, Washington, tossed a baby shower for Joe King, announcer, and Granville Klink, engineer. In front row (l to r) are Margaret Legge, assistant bookkeeper; King and Klink; Gladys Hall, secretary to CBS Vice-President Butcher; middle row, Hugh Conover, announcer; Charles Parker, guest relations; Robert Pilchior, engineer; Elma Williams, secretary to Chief Engineer Clyde Hunt; top row, Donald Saunders, engineer, and Harry McTigue, sports. The King baby, a boy, was born Oct. 11 and the Klink baby, also a boy, Oct. 2.

ABDICATION speech of Edward VIII of England in December, 1936, as recorded by World Broadcasting System, has been placed in the steel Crypt of Civilization at Oglethorpe U, Atlanta, along with other recordings.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

N.B.C.

STRIKE OIL IN MISSISSIPPI

"Black gold"—six-thousand barrels per day is being taken from Tinsley Dome, approximately 30 miles north of Jackson.

Drilling activity is underway in Hinds, Warren and Madison counties. "Shooting" continues along the gulf coast.

Base prices for leases range from $17.50 to $350 per acre.

Oil fever is already manifest in Jackson and surrounding vicinity. Hotel, office and residential accommodations are at a premium.

Invest your advertising dollars with WJDX. Mississippi's dominant radio station will help you "strike oil" in this rapidly developing market area.

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

THE VOICE OF THIS RICH MARKET IS . . .

This station can be your most effective salesman in the two-billion-dollar market that is included in its primary area . . . .

LOOK AT THESE WHAS POTENTIALITIES

1,292,454 FAMILIES — 1,185,900 RADIO HOMES

$2,214,269,000 Total Spendable Income

$1,296,831,000 RETAIL SALES — $1,492,684,705 BANK DEPOSITS

$153,975,874 INDUSTRIAL PAYROLL

$1,360,831,000 VALUE OF FARM LANDS AND BUILDINGS

(OTHER DATA ON SALES POTENTIALITIES IN THIS AREA AVAILABLE ON REQUEST)

820 Kilocycles—50,000 Watts

WHAS

Nationally Represented by Edward Petry & Co.

CBS BASIC STATION

Owned and Operated by

THE COURIER-JOURNAL
THE LOUISVILLE TIMES

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WADC, Akron

Beaumont Labs., St. Louis (4-Way tablets), 100 *ta*, thru H. W. Kastor & Sons, Chicago.
Ludens Inc., Reading, Pa. (cough drops), 60 *sa*, thru J. M. Mathes, N. Y.
Standard Oil Co. of Ohio, Cleveland, 38 *sa*, 350 *sp*, thru McCann-Erickson, Cleveland.
Charles E. Hires Co., Philadelphia (root beer), 75 *ta*, thru O'Dea, Sheldon & Canaday, N. Y.
Bond Clothing Co., Akron, 78 *sp*, thru Neff-Rogow, N. Y.
Oyster Shell Products Co., New Rochelle, N. Y., 52 *sa*, thru Brown & Thomas, N. Y.

KSFO, San Francisco

Quaker Oats Co., Chicago (Aunt Jemima), 2 *sa* weekly, thru Sherman K. Ellis & Co., Chicago.
White King Soap Co., Los Angeles, 5 *sa* weekly, thru R. R. Morgan Co., Los Angeles.
Scott Towel Co., New York (paper towels), 2 *sp* weekly, thru J. Walter Thompson Co., N. Y.
Langendorf Bakeries, San Francisco (Homestead Bread), 3 *sa* weekly, thru Leon Livingston, San Francisco.

KGMB, Honolulu, and KGBC, Hilo

Vick Chemical Co., New York, 39 *t*, thru Morse International, N. Y.
Colgate-Palmolive-Peet, Jersey City, 21 *t*, thru Benton & Bowles, N. Y.
H. J. Heinz Co., Pittsburgh, renewal *sp* series, thru National Export Adv. Service, N. Y.
Euclid Candy Co., San Francisco, *sa* series, thru Sidney Garfinkel Adv. Agency, San Francisco.

KQW, San Jose, Cal.

Folger Coffee Co., San Francisco, 3 *sp* weekly, thru Raymond R. Morgan Co., Los Angeles.
Industrial Training Corp., Oakland, 2 *sp* daily, thru James R. Lunke Associates, Seattle.
Mutual Citrus Products, Los Angeles (pectin), 13 *t* weekly, thru Charles H. Mayne Co., Los Angeles.

KHJ, Los Angeles

Quaker Oats Co., Chicago, (Magic Ready Mix), 6 *sp* weekly, thru Sherman K. Ellis & Co., Chicago.
Helms Bakery, Los Angeles (chain home deliverey), 5 *sp* weekly, thru Martin Allen Adv., Los Angeles.
Postal Telegraph-Cable Co., New York, 3 *sa* weekly, thru Biow Co., N. Y.

WBBM, Chicago

Airy Fairy Foods, Minneapolis (cake flour), *sp* weekly, thru George H. Hartman Co., Chicago.
Fitzpatrick Bros., Chicago (soap), 10 *sp* weekly, thru Neisser-Meyerhoff, Chicago.
Sears-Roebuck Co., Chicago (retail stores), *sp* daily, thru McJunkin Co., Chicago.

WBNX, New York

Procter & Gamble Co., Cincinnati, 3 *t* weekly, thru Compton Adv., N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 15 *ta* or *sa* weekly, direct.
Ford Motor Co., Detroit, 16 *sa*, thru McCann-Erickson, Detroit.

KDKA, Pittsburgh

Kellogg Co., Battle Creek (All-Bran), 39 *sp*, thru Kenyon & Eckhardt, N. Y.
Chas. B. Knox Gelatine Co., Johnstown, N. Y., 26 *sp*, thru Kenyon & Eckhardt, N. Y.
Little Crow Milling Co., Warsaw, Ind. (Coco-Wheats), 6 *sa* weekly, thru Rogers & Smith, Chicago.
Freedom Oil Works, Pittsburgh, 5 *ta* weekly, thru Albert P. Hill Co., Pittsburgh.
Kemp & Lane, LeRoy, N. Y. (proprietary), 2 *ta* weekly, thru Hughes, Wolff & Co., Rochester.
Air Conditioning Training Corp., Youngstown, 26 *t*, thru National Classified Adv. Agency, Youngstown.
Goodycar Tire & Rubber Co., Akron (tractor tires), weekly *t*, thru Arthur Kudner, N. Y.
E. L. Knowles Inc., Springfield, Mass. (Rubine), 104 *sa*, thru Lawrence M. O'Connell, Springfield.
Pinex Co., Fort Wayne, 44 *sa*, thru Russell M. Seeds Co., Chicago.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 60 *ta*, thru Joseph Katz Co., Baltimore.
E. I. DuPont de Nemours & Co., Wilmington (Cel-O-Glass), 13 *ta*, thru BBDO, N. Y.

WOAI, San Antonio

Washington State Apples Inc., Seattle, 10 *ta* weekly, thru J. Walter Thompson Co., San Francisco.
Custodian Toiletries, Chicago (cosmetics), 9 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Mentholatum Co., Wilmington, Del., 6 *sa* weekly, thru Dillard Jacobs, Atlanta.
Duncan Coffee Co., Houston, 3 *t* weekly, thru Steele Adv. Agency, Houston.

WCOU, Lewiston, Me.

Richfield Oil Corp., New York, 10 *sa* weekly, thru Sherman K. Ellis & Co., N. Y.
Carleton & Hovey, Lowell, Mass. (Father John's), 156 *sa*, thru John W. Queen, Boston.

KRGV, Weslaco, Tex.

General Mills, Minneapolis, 262 *t*, 52 *t*, 210 *t*, 155 *t*, thru Blackett-Sample-Hummert, Chicago, Knox Reeves, Minneapolis.

KPO, San Francisco

Tillamook County Creamery Assn., Tillamook, Ore. (cheese), weekly *sp*, thru Botsford, Constantine & Gardner, Los Angeles.

KFEL, Denver

Mountain States Telephone & Telegraph Co., Denver, *sa* series, direct.

WFBR, Baltimore

American Chicle Co., Long Island City, 96 *sa*, thru Badger & Browning, N. Y.
Benrus Watch Co., New York, 364 *sa*, thru J. D. Tarcher & Co., N. Y.
Potter Drug & Chemical Co., Malden, Mass. (Cuticura soap), 312 *t*, thru Atherton & Currier, N. Y.
Ex-Lax Mfg. Co., Brooklyn (proprietary), 32 *ta*, thru Joseph Katz Co., Baltimore.
Household Finance Corp., Chicago, 52 *sp*, thru BBDO, Chicago.
Lea & Perrins, New York (sauce), 52 *sa*, thru Schwimmer & Scott, N. Y.
Vick Chemical Co., New York (Vapo-Rub), 442 *ta*, thru Morse International, N. Y.

WDZ, Tuscola, Ill.

DeKalb Agricultural Assn., DeKalb, Ill. (hybrid corn), 66 *sa*, thru Western Adv. Agency, Racine, Wis.
Atlas Mutual Benefit Assn., Wilmington, Del. (insurance), 3 *sp* weekly, thru Shaffer, Brennan, Margolis Adv. Co., St. Louis.
American Poultry Journal, Chicago, 3 *sa* weekly, direct.
Furst-McNess Co., Freeport, Ill. (food remedies), 2 *sa* weekly, thru Rogers & Smith, Chicago.
Stover Mfg. & Engine Co., Freeport, Ill. (water softener), 2 *sa* weekly, thru Rogers & Smith, Chicago.

WOR, Newark

Howard Clothes, New York, weekly *sp*, thru Redfield-Johnstone, N. Y.
Refrigeration & Air Conditioning Training Corp., Youngstown, weekly *sp*, thru National Classified Adv. Agency, Youngstown.
Procter & Gamble Co., Cincinnati, (Teel), 5 *t* weekly, thru H. W. Kastor & Sons, Chicago.
Bristol-Myers Co., New York (Minit Rub), 3 *sp* weekly, thru Young & Rubicam, N. Y.

KFBK, Sacramento, Cal.

General Sugar Products Co., San Francisco (sugar), 10 *t* weekly, thru J. Walter Thompson Co., San Francisco.
W. P. Fuller Co., San Francisco (paints), 21 *sa* weekly, thru McCann-Erickson, San Francisco.
White Laboratories, New York (Feenamint), 5 *t* weekly, thru Wm. Esty & Co., N. Y.

WLW, Cincinnati

Willard Tablet Co., Chicago (proprietary), *sa* series, thru First United Broadcasters, Chicago.
Consolidated Drug Co., Chicago, *sa* series, thru Benson & Dall, Chicago.

KRE, Berkeley, Calif.

B. F. Goodrich Rubber Co., Akron (tires), 2 *sa* weekly, direct.

"We're on top in Washington too, since we bought WRC."

Pd. Adv.

CFCF, Montreal

Underwood Elliott-Fisher Co., Toronto (typewriters), weekly *sp*, thru J. J. Gibbons, Toronto.
Royal Canadian Tobacco Co., Toronto, 26 *sp*, thru Metropolitan Bestg. Co., Toronto.
Fulford Co., Chicago (Dr. Williams pills), 156 *sa*, thru Spot Broadcasting, N. Y.
Wm. Wrigley Co., Toronto (chewing gum), 26 *sp*, thru Tandy Adv. Co., Toronto.
Imperial Tobacco Co., Montreal (Sweet Caporal), 5 *t* weekly, thru Whitehall Broadcasting, Montreal.
Fairbanks Morse Co., Montreal (furnace blowers), 5 *sa* weekly, thru J. J. Gibbons, Toronto.
Dr. J. O. Lambert Ltd., Montreal (cough medicine), weekly *sp*, thru J. E. Huot, Montreal.
Oxo Co. of Canada, Montreal (cubes), 200 *ta*, thru A. McKim, Montreal.
Thomas Lipton Co., London (tea), 79 *sa*, thru Vickers & Benson, Montreal.
Henry K. Wampole & Co., Perth, Ont. (cod liver oil), 63 *sa*, thru J. J. Gibbons, Montreal.

WFAA-WBAP, Dallas-Ft. Worth

Vick Chemical Co., Greensboro, N. C. (Vaporub), 390 *sa*, thru Morse International, N. Y.
Galveston-Houston Breweries, Galveston, 312 *sp*, thru Jay Skinner Adv. Agency, Houston.
Scott Paper Co., Chester, Pa. (Scott towels), 39 *sp*, thru J. Walter Thompson Co., N. Y.
Procter & Gamble Co., Cincinnati (Lava soap), 70 *t*, thru Blackett-Sample-Hummert, Chicago.
Wander Co., Chicago (Ovaltine), 150 *t*, thru Blackett-Sample-Hummert, Chicago.
General Mills, Minneapolis (Wheaties), 155 *t*, thru Knox-Reeves Adv., Minneapolis.
Brown & Williamson Tobacco Co., Louisville (Big Ben Tobacco), *t*, thru Russell M. Seeds Co., Chicago.
Goodyear Tire & Rubber Co., Akron, 52 *t*, thru Arthur Kudner, N. Y.
Ballard & Ballard, Louisville (Oven-ready Biscuits), 156 *sp*, thru Henri-Hurst & McDonald, Chicago.

CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.

Canada Starch Co., Toronto (corn syrup), 5 *sa* weekly, thru Vickers & Benson, Toronto.
Henry K. Wampole Ltd., Toronto (medicinal), 3 *sa* weekly, thru J. J. Gibbons, Toronto.
Dr. J. O. Lambert Ltd., Montreal (medicinal), 2 *sp* weekly, thru J. E. Huot, Montreal.
Richards Glass Co., Toronto (Rolls Razors), 4 *sa* weekly, thru A. McKim, Toronto.
Northrop & Lyman Co., Toronto (medicinal), 3 *sa* weekly, thru E. W. Reynolds & Co., Toronto.
Grove Laboratories, Toronto (medicinal), 3 *sa* weekly, thru R. C. Smith & Son, Toronto.
Harold F. Ritchie Products, Toronto (medicinal), 4 *t* weekly, thru United Radio Adv. Agency, Toronto.

WHO, Des Moines

Dr. Peter Fahrney & Sons, Chicago (proprietary), 156 *sa*, thru Cramer-Krasselt, Milwaukee.
Goodyear Tire & Rubber Co., Akron, 156 *sp*, thru Arthur Kudner, N. Y.
Manhattan Soap Co., New York (Sweetheart), 39 *sp*, thru Franklin Bruck Adv. Corp., N. Y.
Russel-Miller Milling Co., Minneapolis (Occident flour), 13 *sp*, thru Mitchell Adv. Agency, Minneapolis.
Penn Tobacco Co., Wilkes-Barre (Kentucky Club), 156 *sp*, thru Ruthrauff & Ryan, N. Y.
Kellogg Co., Battle Creek (All-Bran), 13 *sp*, thru Kenyon & Eckhardt, N. Y.

KSL, Salt Lake City

Mountain States Telephone & Telegraph Co., Salt Lake City, *sa* series, direct.

Radio Advertisers

W. P. FULLER Co., San Francisco (paints and varnishes), recently used 35 stations in eight Western states in a special two-week spot announcement campaign to test the radio adaptability of an advertising idea, embodying an offer for an end table for one cent with a $2.99 paint purchase, previously used only in newspaper and magazine copy. McCann-Erickson, San Francisco, handles the account.

STANDARD OIL Co., of California, San Francisco, has contracted with KPO, San Francisco, for 14-weekly time signals for a year. Agency is McCann-Erickson, San Francisco.

SOS MFG. Co. of Canada, Toronto (cleanser) started Oct 1 the *Coueau Club* six times weekly on CHRC, Quebec, as a test. L. J. Haegerty & Associates, Toronto, placed the account.

PIONEER CANNERIES, Seattle (Minced Sea Clams), in a five-week Southern California campaign which started Oct. 9, is using daily participation in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Agency is J. Walter Thompson Co., San Francisco.

ANDY LOTSHAW BODY RUB, Chicago, has started *Bob Elson's Sports Review*, thrice-weekly quarter-hour series on WGN, Chicago. Neisser-Meyerhoff, Chicago, is agency. The program is sponsored on alternating days by Charles B. Knox Gelatine Co.

BLUE BIRD POTATO CHIPS Inc., Oakland, Cal., in a 30-day campaign which started Oct. 9, is using daily 50-word spot announcements on KWG KROY KARM KERN KLX and KSRO. Agency is Emil Brisacher & Staff, Los Angeles.

FRUIT INDUSTRIES Ltd., Los Angeles & San Francisco (Guasti wine), in a Southern California pre-holiday campaign which started Oct. 9, is using five one-minute dramatized transcribed announcements weekly on KHJ KFXM KVOE KDB KGB KFI and 10 a week on KFOX. Contract is for 12 weeks. Emil Brisacher & Staff, Los Angeles, is the agency.

HOUSTON MILLING Co., Houston, Tex., (American Maid Flour), has started using five times weekly, the quarter-hour transcribed program, *Wade Lane's Home Folks*, on KTRH, that city, in a test campaign, and contemplates extending the series to include eight additional stations in Texas and Louisiana. Giezendanner Adv. Co., Houston, has the account. Transcribed series was produced by Mertens & Price, Los Angeles.

Salesmen's Kitty

SALES staff of KMPC, Beverly Hills, Cal. has started a three-month contest to bring in the largest volume of new business by Christmas. There are no rules to the contest. Only requirement is that business secured must not have been on the station within six months. Each account executive has contributed to a "kitty" which will be awarded to top man at end of the contest. Bob Reynolds, at the present time, leads in the field.

WILLIAM T. THOMPSON Co., Los Angeles, out of radio for some time, to introduce a new soil conditioner, VIT B-1 powder, is conducting a test campaign on KECA, that city, using the weekly *Garden Club of the Air*. Contract is for 13 weeks, having started Oct. 8. A regional campaign is contemplated. Agency is Richard T. Clarke Co., Beverly Hills, Cal.

BORDEN DAIRY DELIVERY Co., San Francisco (dairy products), on Oct. 9 started for 52 weeks a thrice daily six times weekly 10-minute news program featuring Ted Bliss as commentator, on KHJ, Los Angeles. Los Angeles City News Service and INS are used. Firm is also sponsoring similar daily news broadcasts, with John B. Hughes as commentator, on KFRC, San Francisco. Agency is McCann-Erickson Inc., San Francisco.

LOWE BROS Co., Toronto (paints), has started spot announcements on CKCL, Toronto, as a test, and later will expand to cover a number of Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

CUSTODIAN TOILETRIES Co., Chicago (cosmetics), is using a varying schedule of transcribed spot announcements on WOAI, San Antonio; KGNC, Amarillo; WFAA and KRLD, Dallas; KPRC, Houston; KOMA, Oklahoma City. H. W. Kastor & Sons Adv. Co., Chicago, handles the account.

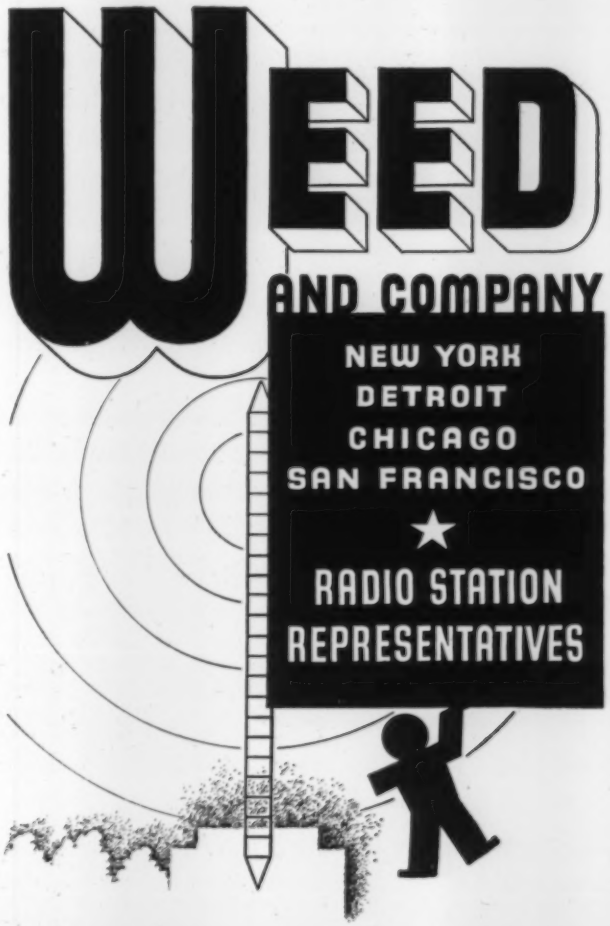
PEOPLE'S CREDIT JEWELLERS, Toronto (chain stores), has started weekly *Cupid's Corner*, an interview with recently engaged couples, on CFRB, Toronto, and *Musical Gems*, on CKAC, Montreal. Same sponsor on Oct. 8 started Sunday evening network singsong from Toronto on CKCL, Toronto; CKCO, Ottawa; CHML, Hamilton, Ont. Agency is MacLaren Adv. Co., Toronto.

TUCKETT'S Ltd., Hamilton, Ont. (Wings cigarettes) on Oct. 9 started 4 spot announcements daily on 45 Canadian stations, to run till Dec. 30, 1939. Account was placed by MacLaren Adv. Co., Toronto.

WESTERN CANADA Flour Mills, Toronto, has added four additional stations—CFRC, Kingston, Ont.; CFCO, Chatham, Ont.; CKLN, Nelson, B. C.; CHWK, Chilliwack, B. C. —to the 27 stations listed in BROADCASTING, Oct. 1, for the transcribed dramatized show *Cavalcade of Drama*. Account was placed thru A. McKim Ltd., Toronto.

I. J. FOX, Cleveland (chain furriers), on Oct. 11 started sponsorship of the MBS program *The Lamplighter* on WHK, Cleveland, Wednesdays at 10:45 a.m. The quarter-hour program, featuring Jacob Tarshish, is sponsored on WOR, Newark, by A. Goodman & Sons, New York.

G. T. FULFORD Co., Canada (Dr. William Pink Pills), on Sept. 20 for 52 weeks started a campaign of transcribed announcements on 12 Canadian stations. Spot Broadcasting, New York, placed the spots.



LET ONE OF RADIO'S GREATEST PRODUCERS SHOW YOU HOW TO

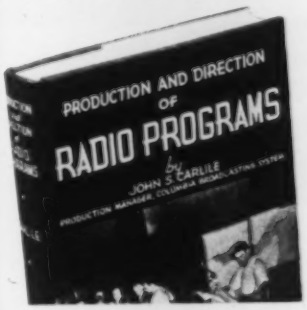
BUILD SHOWS THAT CLICK!

Everything you need to know to get—

- *top-notch shows!*
- *larger listening audiences!*
- *unusual sales results!*

YOU'LL gain years of production experience . . . overnight . . . by letting John S. Carlile show you how to organize, produce and direct successful radio shows. His new book, "Production and Direction of Radio Programs" is the fruit of a busy decade as C. B. S. production manager. It gets down to brass tacks right from the FIRST page.

Here is the A to Z of building shows that click — as entertainment, as commercial broadcasts that sell! You get priceless advice on how to work out your program idea and give it "ear appeal", how to organize the production staff for $50 shows, as well as network extravaganzas, how to balance showmanship with salesmanship. More than 50 illustrations and diagrams give you the most effective studio set-ups for music, dramatic and educational shows.



CAN YOU USE THESE IDEAS AND SUGGESTIONS?

- *How to produce hundreds of sound effects, from pistol shots to church bells;*
- *A complete dictionary of radio terms with illustrations of studio sign language;*
- *How to slant appeal for various audiences;*
- *How to make the most of your studio, microphone and special equipment;*
- *Tested rules for checking your production progress;*
- *How to time your show for smoothness and split-second precision;*
- *How to make a radio speech—(required reading for anyone who is ever likely to go on the air).*

SPECIAL OFFER:

See the book at our risk. Pay for it only if you decide to keep it. Keep it only if it gives you many times your money's worth. The coupon will bring you this book on approval.

MAIL NOW

Prentice-Hall, Inc.,
Dept. PP-2, 70 Fifth Ave., N. Y. C.

Send me John S. Carlile's "PRODUCTION AND DIRECTION OF RADIO PROGRAMS" for 5 DAYS' FREE EXAMINATION. After 5 days, I will either send you $3.75, plus 8c postage, or mail the book back to you.

Name .....

Address .....

City ..... State.....

☐ Check here if you prefer enclosing $3.75 with coupon, in which case we pay the postage. Same refund guarantee applies, of course.

(NOTE: N. Y. C. residents add 8c for Sales Tax).

CFCF
MONTREAL

first
IN
CANADA'S
RICHEST
MARKET

The finest of radio entertainment has made CFCF the most listened-to radio station in Canada's metropolis. You can capitalize on this wide bilingual market by using this sales-building medium for *your* advertising message. You'll find that CFCF will build sales for you.

CFCF and Short Wave CFCX
owned and operated by
CANADIAN
MARCONI
COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company
NBC affiliate

CFCF
dominates a
BI-LINGUAL
AUDIENCE
of over
1,000,000

SUPERTEST PETROLEUM Corp. Ltd., Toronto, has expanded its football sponsorship in Canada this season to include broadcasts of all intercollegiate games played in Molson Stadium, Montreal, Little Stadium, London, and Richardson Stadium, Kingston. The broadcasts will be heard in the home cities of the visiting clubs and in some cases additional stations will be used. Vickers & Benson Ltd., Toronto and Montreal, handle the account.

CORN PRODUCTS Refining Co., New York (Karo), is sponsoring the juvenile transcription series, *Adventures of Ace Williams*, produced by Charles Michelson, on KGU, Honolulu, starting Oct. 15. Gotham Adv. Co., New York, handles the account.

COMET RICE MILLS, Beaumont, Tex., (packaged rice), in a four-week Southern California campaign which started Oct. 2 is using daily participation in the combined *Sunrise Salute* and *Housewives Protective League* on KNX, Hollywood. Freitag Adv. Agency, Atlanta, has the account.

CAMPBELL SOUP Co., Camden (soup), is sponsoring for 26 weeks the 6-weekly *Radio Reporter* on KPO, San Francisco. Agency is Ward Wheelock Co., Philadelphia.

MILES LABORATORIES Inc., Elkhart, Ind. (Alka-Seltzer), is sponsoring nine college football broadcasts on WOWO, Fort Wayne, on consecutive Saturdays starting Sept. 30, carrying either the games of Indiana U or Purdue. Wade Adv. Agency, Chicago, handles the account.

WIND, Gary, Ind., is broadcasting the October races at Sportsman Park, Chicago, by arrangement with the National Jockey Club. Ted Williams and Frank Ashley air the races, jointly sponsored by Walgreen Drug Co. Garcia Grande cigars, Twenty Grand, Spud, Kreml hair tonic and Studebaker Sales.

WANDER Co., Chicago (Ovaltine), has added WHK, Cleveland, and WKBN, Youngstown, O., to the list carrying twice-weekly spot announcements [BROADCASTING, Sept. 1]. Blackett-Sample-Hummert, Chicago, is agency.

QUAKER OATS Co., Chicago, which has appointed Ruthrauff & Ryan, that city, as agency for its Puffed Wheat and Rice, is using *Stop Me if You've Heard This One*, featuring Milton Berle on 53 NBC-Red stations, Saturday, 8:30-9 p. m.

BATHASWEET Corp., New York, on Oct. 15 continues its news program campaign for Bathasweet soap adding WEAF, New York, with the *Sunday News Highlights* program from 11:30 to 11:45 a. m. Agency is H. M. Kiesewetter Agency, New York.

STANDARD OIL Co. of California, San Francisco, is sponsoring broadcasts of 34 local football games on KGMB, Honolulu. Agency is McCann-Erickson, San Francisco.

230.6 METERS
1300 KILOCYCLES
WEVD
NEW YORK'S STATION OF DISTINCTIVE FEATURES
EXCELS IN RESPONSE THRU ESTABLISHED FEATURES IN
• ENGLISH
• JEWISH
• ITALIAN
• POLISH
WEVD
WEVD Building
117-119 WEST 46th ST.
NEW YORK

Well Known

LISTENER letter recently received by Proctor & Gamble, Cincinnati, was addressed, "To Ivory Soap, in Care of the Station to which I Am Listening".

SOUTHERN CALIFORNIA Chevrolet Dealers Assn., Los Angeles, in a 10-day campaign ending Oct. 16, scheduled an average of 14 spot announcements daily on 8 Southern California stations, KHJ KGB KDB KFXM KVOE KPMC KVEC KXO. Agency is Campbell-Ewald Co., Los Angeles.

PHOENIX LAUNDRY & DRY CLEANING Co., Phoenix, placing direct, on Oct. 8 started sponsoring weekly the transcribed quarter-hour serial, *My Prayer Was Answered*, on KOY, that city. Contract is for 30 weeks. Serial was produced by Fields Bros. Radio Corp., Hollywood.

J. S. WILLIAMS, formerly sales manager of the Sunbrite Cleanser division of Swift & Co., Chicago, has joined Chappel Bros., Rockford, Ill., as vice-president in charge of sales and advertising.

70% Have One Rate

RESPONSE to a query concerning the difference between local and national rates sent by Donahue & Coe, New York, to all stations with whom the agency had placed spot announcements advertising the M-G-M motion picture, "The Women", shows that about 70% of these stations have only one rate, with no distinction between national and local advertisers, according to D. R. Parman, radio director of the agency.

Premiums Are Offered By 60% of Sponsors on NBC Nets, Says James

APPROXIMATELY 60% of all advertisers on NBC make some kind of offer to their listeners, E. P. H. James, sales promotion manager of the network, stated at the opening session of the fifth annual Atlantic Coast Premium Exposition, held under the auspices of the Premium Assn. of America at the Hotel Astor, New York, Oct. 2-6. Of these, about two-thirds ask for cash, usually ten cents, he said.

Tracing the history of premiums on the air since Oct. 1, 1930, when NBC first granted an advertiser permission to announce an offer over the network, Mr. James said the chief motives behind such offers are to separate prospects from other listeners, to get tangible evidence of listening—although he added that the latter reason was largely invalid since no one has ever been able to establish any dependable relationship between the response to an offer and the size of the listening audience, and to send listeners into the dealers' stores.

Describing the various types of premiums that have been successfully offered over the air, Mr. James said that contrary to general opinion only about 15% of all offers are aimed at the juvenile audience. Most offers are made to the feminine audience, he added, with very few appeals aimed at the men. To be most successful in radio, he said, the premium should have a short, attractive name, identified if possible with either the program or the sponsor.

Happy Joe's
"EARLY MORNING FROLIC" IS STILL
THE BEST BUY IN THE DETROIT AREA

ANALYSIS OF PROGRAM AUDIENCES
(7:30 to 7:45 A. M.)

STATION	TOTAL 143 Radios On No.	%
WWJ	28	19.58
WJR	32	22.38
WXYZ	27	18.88
CKLW	53	37.06
OTHERS	7	4.90

Results of a 3-day survey conducted for one of Detroit's Radio Stations (Time, 7:30 to 7:45) proves again . . . CKLW FIRST WITH MORNING AUDIENCES

NEIL PETREE, president of Baker Bros., Los Angeles (left), largest retail furniture store in the United States, takes a vital interest in the radio activity of the firm he heads and is pictured with Edgar Harrison Wileman, commentator (right), on a recent *Background for Living* program, sponsored by the store on KNX, Hollywood. The thrice-weekly quarter-hour program originates from the radio studio which Mr. Petree recently built in the store's 11th story auditorium in downtown Los Angeles. Mr. Petree designed the program, previous radio activity having been confined to spot announcements and participations. Mr. Wileman, head of the firm's interior decoration department, was chosen commentator. Mr. Petree appears at intervals to "confirm the commercials."

Spots Promote Contest

TOTAL of $1,000 in cash, with $500 as first prize and 202 smaller prizes, is being offered for a two-week contest period, Oct. 16-27, by Colgate-Palmolive-Peet Co., Jersey City, on its *Ellen Randolph* program, which started Oct. 9 on a split NBC-Red and Blue network on behalf of Concentrated Super Suds. Prizes are given to listeners sending in the best answers to the problems faced by Ellen Randolph, the program's featured character. The problems are posed only on the program so contestants must listen in order to compete, while advance transcribed announcements are used on stations carrying the program promoting the contest, but not the product. Benton & Bowles, New York, is the agency.

KONDON MFG. Co., Minneapolis, on Nov. 15 starts thrice-weekly weather reports for Kondon's Nasal Jelly on Larry Elliot's *Rising Son* early morning program on WABC, New York. Agency is Addison Lewis & Associates, Minneapolis.

WRNX
5000 WATTS
DAYS
Coming events cast their shadows...
No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.
Now operating 1000 WATTS DAY AND NIGHT WBNX NEW YORK
The Station that Speaks Your Language

Tired Hands

WHITE cotton gloves, the gift of John C. Roberts Jr., vice-president of the *St. Louis Star-Times*, and Ray V. Hamilton, manager of KXOK, St. Louis, the *Star-Times* station, recently were presented Clarence G. Cosby, KXOK sales manager, to remedy the dull ache entering his hands from continually congratulating KXOK salesmen for bringing in 30 new contracts during September and continuing the run at the rate of two a day during October. Among national accounts brought in during the fall rush KXOK lists Wander Co. (Ovaltine), Chicago; Willard Tablet Co. (proprietary), Chicago; Gospel Broadcasting Assn., Los Angeles, and Sinoze Co. (proprietary), Chicago.

Royal Dessert Serial

STANDARD BRANDS, New York (Royal Desserts), on Oct. 5 started for 52 weeks, *Those We Love*, a dramatic serial, on 53 NBC-Red stations, Thursday, 8:30-9 p.m. (EST), with West Coast repeat, 9:30-10 p.m. (PST). Serial is written by Agnes Ridgeway. Calvin Kuhl of J. Walter Thompson Co., Hollywood staff is producer for the time being. He also produces the weekly NBC *Chase & Sanborn Hour* for the same sponsor. Cast includes Nan Grey, Donald Woods, Helen Wood, Alma Kruger and Virginia Sales. All were in the serial when *Those We Love* was sponsored by Pond's a year ago. Eddy Kay leads the orchestra.

Junket's Spots

JUNKET FOLKS Co., Toronto (food) on Oct. 16 starts 100 transcribed announcements three times weekly on CHNS, Halifax; CFCY, Charlottetown, P. E. I.; CFCF, Montreal; CHLP, Montreal; CBO, Ottawa; CKCL, Toronto; CKSO, Sudburv. Ont.; CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKOC, Hamilton, Ont.; CKPR, Fort William, Ont.; CKY, Winnipeg; CKCK, Regina, Sask.; CFQC, Saskatoon, Sask.; CKBI, Prince Albert, Sask.; CJOC, Lethbridge, Alta.; CFAC, Calgary; CJCA, Edmonton; CFGP, Grande Prairie, Alta.; CKOV, Kelowna, B. C.; CKWX, Vancouver. A. McKim Ltd., Toronto, placed the account.

Fougera on Trio

E. FOUGERA & Co., New York, during the first week in October started a campaign of three spot announcements weekly for Vapex cold remedy on KFI, Los Angeles, KOMO, Seattle, and KGO, San Francisco. Small & Seiffer, New York, handles the account.

New Jamboree Stars

LULU BELLE and Scotty, hillbilly team featured on NBC's *National Barn Dance* for the last six years have been signed by WLW, Cincinnati, to headline the *Boone County Jamboree*. Transferring from Chicago to Cincinnati, they made their bow to WLW's audience Oct. 7. The well-known pair in real life are Mr. and Mrs. Scott Wiseman.

Rit Dye on 4

RIT PRODUCTS Co., Chicago (dyes), has returned to the air with a small spot campaign on three stations. For its new laundry whitener, the firm is using thrice-weekly recorded programs on WCLS, Joliet, Ill., featuring Harry Caray in interviews with shoppers. On WSAI and WKRC, Cincinnati, the firm has started four and thrice-daily spot announcements respectively for its curtain dye. Young & Rubicam, Chicago, handles the account.

National Biscuit Test

NATIONAL BISCUIT Co., New York, will shortly begin testing a juvenile quiz show in the interest of Cubs. Program, to be broadcast a half-hour weekly on a Detroit station, not yet selected, will be given a 13-week tryout and if successful will be extended nationally. Lord & Thomas, New York, is the agency.

KGVO
Dominates the largest wholesale center between Butte and Spokane.
Statistics prove it!
Advertisers know it!
Send for ALL the facts.
National Representatives
BURN-SMITH CO., INC.
New York and Chicago
5000 w. day • 1000 w. night
MISSOULA • MONTANA

ARE SALES "N. G." IN O. K. (Ky.)?

You can be a philanthropist if you like. You can give the folks in O. K., Chicken Bristle, and Turkey Hash (Ky.) some radio entertainment, all right—but don't expect a sensational sales increase—and *don't* use WAVE! For WAVE can't give you the back hills and valleys. We give you *the Louisville Trading Area*, and a million people who buy more than all the rest of the State combined. If *that's* what you want, drop us a line!

LOUISVILLE'S WAVE
INCORPORATED
1000 WATTS • • • 940 K.C. • • • N.B.C.
NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

"PAUSE for Station Announcement"

WBIG
in Greensboro, N.C.

now broadcasting with the newest type Western Electric transmitter and most modern antenna system, in the richest and most populous area in the South, with a power of

5000 Watts Day
1000 Watts Night

Where Business Is Good

WBIG is the dominant station in the richest and most populous area in the South. Greensboro, North Carolina, home city of WBIG, centers a fifty mile radius that shows more automobile registrations, more population, more annual wages paid and greater value of manufactured products than any other southern city.

Write Edney Ridge, director, for "3 GREAT MARKETS". Its free for the asking.

COLUMBIA AFFILIATE

IN GREENSBORO, N.C.

George P. Hollingbery Co.,
National Representatives

Agencies

JOHN M. DOLPH, formerly assistant to Donald W. Thornburgh, CBS Pacific Coast vice-president, Hollywood, has been appointed to an executive post with Young & Rubicam, New York. His department will concentrate on advertising research and general coordination with other branches of the agency. Before joining CBS on the West Coast he was associated with N. W. Ayer & Son in New York as a radio producer.

MITCHELL SUTHERLAND, formerly promotion manager of the *Los Angeles Examiner*, recently was named manager of Ruthrauff & Ryan's Seattle office. He succeeds Frederick Duerr, recently transferred to San Francisco.

JAMES R. LUNKE & Associates has closed its Chicago office. Main office will remain in Seattle in the Joseph Vance Bldg. Miss F. M. Landwehr, formerly head of the Chicago office, has joined Mr. Lunke at the agency's Seattle office.

PHIPPS RASMUSSEN, formerly with with the research department of J. Walter Thompson, recently joined the markets division of McCann-Erickson, San Francisco. He was succeeded by J. A. Privett, Jr.

EDWARD A. CASHIN, former manager of Barron Collier, Minneapolis, and William L. Robinson, formerly in the promotion and sales merchandising department of General Mills, Minneapolis, have joined the Minneapolis office of BBDO.

CURTIS G. PRATT, for four years manager of the merchandising department of Young & Rubicam, New York, has been elected vice-president in charge of the agency's contact department. John M. Van Horson, a member of the merchandising staff, succeeds Mr. Pratt.

McGivena Opens Agency

L. E. McGIVENA has resigned as president of Briggs & Varley, New York, to open his own advertising agency, L. E. McGivena & Co., at 444 Madison Ave., New York. Telephone is Plaza 3-7422. Mr. McGivena was formerly with Lennen & Mitchell, New York, and previously with the *New York News* for 16 years in charge of promotion, research and merchandising service. He became well known for the "Tell It to Sweeney" advertisements for the *News*. Vice-presidents are J. Mitchel Thorsen, recently an associate of the Edward L. Bernays public relations organization, and T. W. Seckendorff, of Atherton & Currier, New York. Harry Varley, former head of Briggs & Varley, has rejoined the agency following his resignation as advertising manager of Schick Dry Shaver Co., and will replace Mr. McGivena as president.

CARL STANTON, who has been producing the *Bob Hope* program on NBC for Pepsodent Co. in Hollywood, on Oct. 9 returned to the New York office of Lord & Thomas to handle radio programs for Lucky Strike cigarettes. Mr. Stanton succeeds George McGarrett who resigned recently.

THOMAS LUCKENBILL, talent buyer and account executive on the Lux account at J. Walter Thompson Co., New York, on Nov. 18 will marry Junia Culbertson of Washington, D. C.

VIRGINIA GATES has resigned as publicity director of Lennen & Mitchell, New York, and has not announced her future plans.

TOD RUSSELL, formerly announcer at CFRB, Toronto, has joined the radio department of Ronalds Adv. Agency, Toronto.

WATSON HUMPHREY, formerly of Livingston Agency, San Francisco, and more recently of the production department of KYA, that city, has joined the radio production department of Russell M. Seeds Co., Chicago.

EDWARD LASKER, radio director of Lord & Thomas, New York, was in Hollywood during early October to confer with Tom McAvity, radio department manager in that city.

JIM BEALLE, Pacific Coast radio publicity director of J. Walter Thompson Co., Hollywood, is the father of a 6½-pound boy born Oct. 4.

ADOLPH L. BLOCH Advertising Agency, Portland, Ore., has purchased the Wm. Joplin Adv. Agency, established in 1936, and combined both enterprises in the Bloch offices in the Graphic Arts Bldg., Portland.

ERNEST FRANK, formerly with Hearst newspapers and more recently with the *San Francisco Examiner*, has founded Ernest Frank Associates, advertising agency in Monterey, Calif. Associated with him are Phyllis L. Smith, Malcolm Dewees, Ronald Johnson and Nina Post.

GEORGE P. BUENTE, formerly an account executive of Addison Vars Agency, Buffalo, has been placed in charge of the radio and radio merchandising department of Fonda-Haupt Co., New York.

CHESTER S. HENDRY, for the last six years copy chief in the Chicago office of Ferry-Hanly Co., has rejoined the copy staff of Charles Daniel Frey Co., Chicago.

S. M. BALLARD has been appointed copy chief of Gardner Adv. Co., St. Louis.

HAROLD KEMP, executive of Stack-Goble Adv. Agency, New York, was in Hollywood Oct. 2 for the start of the NBC *Sherlock Holmes* program, sponsored by Grove Laboratories, St. Louis.

DON BERNARD, formerly in charge of West Coast production for CBS, has joined the radio department of William Esty & Co., New York.

BENJAMIN POTTS of the radio department of N. W. Ayer & Son, New York, on Oct. 4 started a weekly course in radio drama at the Ballard School, New York.

CARL WESTER & Co., Chicago program firm, has moved to Suite 818, 360 N. Michigan Ave.; phone, Randolph 6922.

A. Fairbarn Smith

A FAIRBARN SMITH, 44, assistant general manager of A. McKim Ltd., Canadian agency, died at Montreal Oct. 4. Born in Chicago in 1896 and educated at McGill U, he saw service in the World War with a Canadian artillery unit. Invalided home in 1917 he worked in advertising agencies in the United States till 1921, joined Brigdens Ltd., Toronto photo-engravers, as manager of creative department. In 1931 he joined the Montreal office of A. McKim Ltd., and was elected a director of the firm in 1937. He is survived by his wife, two daughters and his mother.

Available Now!

WWVA
KIDDIE SHOW

Two-hour Saturday morning entertainment from stage of State Theatre.

1½ hours of motion pictures and 30-minutes amateur broadcast.

Just released by soft-drink manufacturer, who wound up summer campaign with contest which drew 197,284 bottle caps.
Price—

$98.50

Including theatre, talent, motion pictures, M. C., station time and production costs.

Top Sales and Good-will Show

WWVA

5,000 WATTS AT WHEELING, WEST VA.
COLUMBIA Station at Eleven-Sixty
on 2,085,666 Radio Dials
JOHN BLAIR CO — National Representatives

WFBG
ALTOONA PENN.
providing the ONLY full coverage of the Altoona trading area
announces its
AFFILIATION WITH NBC-RED
and
FULL TIME OPERATION

Reps

M. H. PETERSEN, formerly manager of KFNF, Shenandoah, Ia., has joined the Chicago radio staff of Reynolds-Fitzgerald, Inc., national representative firm, and with Ed Allen will represent the firm's list in the Midwest. Mr. Petersen was formerly assistant sales manager of NBC-Chicago and later manager of the radio department of Blackett-Sample-Hummert, Chicago. During 1935-36 he was national sales manager of Hearst Radio, New York.

KENT GODFREY, formerly with Roy Barnhill Inc., publishers representatives, and the Hearst newspaper organization in New York, has joined the New York office of Forjoe & Co., foreign language station representatives.

TRANSAMERICAN Radio & Television Corp., national representative firm, has moved its Chicago office to 230 N. Michigan Ave.

KARM, Fresno, Cal., has named Weed & Co., as national representative.

WALTER BIDDICK Co., Los Angeles, has been appointed Pacific Coast representative of WIBW, Topeka, Kan.

WKST, New Castle, Pa., has named Burn-Smith Co. as its national representative.

HOWARD H. WILSON Co. announces its appointment by WIBC, Indianapolis.

WHAI, Greenfield, Mass., has named Joseph Hershey McGillvra as national representative.

CANADA PACKERS, Toronto, has started a series on CJRM, Regina, Sask., designed to inform producers of meat products of ways to increase revenue. Account was placed direct.

FINAL program of the CBS *Women in the World of Tomorrow* series presented Mrs. Franklin D. Roosevelt, who later asked to see the equipment. Here she is with George Putnam (left) and Bob Trout, CBS announcers.

Mueller on Blue

C. F. MUELLER Co., Jersey City on Oct. 2 started a quarter-hour serial program titled *Thunder Over Paradise* in the interest of its macaroni products on NBC-Blue network. The program, written by Fayette Krum, is heard Mondays through Fridays, 10-10:15 a.m. Agency in charge is Kenyon & Eckhardt, New York.

Godfrey for Richfield

RICHFIELD OIL Corp. of New York, on Oct. 23 starts a 20-week campaign of one-minute spot announcements twice daily featuring Arthur Godfrey, announcer of WJSV, Washington, on discs on 35 stations throughout the country. Sherman K. Ellis, New York, is agency.

AGENCY Appointments

WHITE LABORATORIES Inc., Newark (Feen-a-mint), to Baker Adv. Agency, Toronto, on Canadian advertising.

KLEARFLAX LINEN Looms Inc., Duluth, Minn. (wool and linen floor coverings), to McCord Co., Minneapolis.

MIAMI INDUSTRIAL Bank, Miami, Fla., to Carlton Adv. Agency, Miami.

WM. S. SCULL Co., Camden (Boscul coffee, tea), to Compton Adv., N. Y. No media plans have been made as yet.

ZONITE PRODUCTS Corp., New York (Zonite), to H. W. Kastor & Sons Adv. Co., N. Y.

VITA SELTZER Sparkling Water Co., San Francisco, to Cesana & Associates, San Francisco.

PATON Corp., New York (Yuban coffee), to Campbell-Ewald Co., N. Y.

SCHUKEL & Co., Sunnyvale, Cal. (Rancho soups), to Lord & Thomas, San Francisco.

SUTLIFF TOBACCO Co., San Francisco (Heine's Blend), to Theodore B. Creamer Advertising, Hollywood.

OVERLAND PACKING & Beverage Corp., Long Island City, New York (Coffo), to Norman A. Mack & Co., New York. Radio may be included in 1940 advertising but not definite.

EASTERN WINE Corp., New York (Chateau Martin wines), to H. C. Morris & Co., New York. Radio may be used after first of next year.

BOB WHITE FROSTED FOODS, New York, to Philip Ritter Co., New York. No advertising plans made as yet.

NORWEGIAN GOVERNMENT (dried codfish), to Friend-Weiner Adv. Co., New York. Foreign language quarter-hour programs will be used thrice weekly, it is understood, probably on WOV, New York, WPEN, Philadelphia, and WCOP, Boston.

STANDARD ANTISEPTICS Corp., New York (Dob-Ene, I Kleer), to Jasper, Lynch & Fishel, New York. May use radio.

PETER DOELGER BREWING Co., Harrison, N. J. (Lambic beer), to Atherton & Currier, New York. No media plans.

CHAMBERLAIN Laboratories, Des Moines (hand lotion), to L. W. Ramsey Co., Davenport, Ia.

GLO-CO Co., Los Angeles (hair dressing), to Barton A. Stebbins Adv., Los Angeles.

PANCRUST-PLATO Co., Houston (Crustene shortening), to Tracy-Locke-Dawson, Houston.

George Weston Discs

GEORGE WESTON Ltd., Toronto, (biscuits) on Oct. 15, started *Smiling Ed McConnell* transcriptions weekly on CFRB, Toronto, and plans after Jan. 1, 1940, to place the program on 17 Canadian stations. Richardson-Macdonald Adv. Agency, Toronto, placed the account.

Objectivity For Sale

Background, not opinion; research, not rancor, furnish the color which has made Ray Dady's "Sidelights on the News" over St. Louis KWK a standout news program for years. Dady, pioneer newscaster of the Middle West, brings his incisive presentation of the things that make news to a news-hungry audience five days a week. He parades the news against a back-drop of experience which few radio newscasters possess. Two years as secretary to a U. S. Congressman, five years as a government employee in Washington, six years of radio presentation, combine with a clear, forceful style to demand audience respect for his views.
Right now, "Sidelights on the News" is available for sponsorship. Call St. Louis KWK or Paul Raymer. Pd. Adv.

KMBC Communique about a..... FRIEND TO FARMERS

PHIL EVANS, widely known livestock market analyst, probably has spoken to more farmers than any other man in America. He has given talks to farmers about their livestock problems in nearly every state, and has just completed a year's daily broadcasts on 45 NBC stations. October 1, Phil Evans joined KMBC, Kansas City, as Director of Farm Service, where he will coordinate farm broadcasts of the station with various governmental agencies in the area, and will direct the efforts of a large staff to give Middle Western farm listeners more complete service on world news, livestock, grain, produce and other commodity market reports, and vital, up-to-date information on farming.

● WE'RE SOCKING 27 STAFF PEOPLE into KMBC's Early Morning Farm Program to make it the MiddleWest's most complete service to farmers. You'd be surprised how little you need put into it to reach the tremendously prosperous RURAL audience of KMBC. Ask Free & Peters about 5 AM to 6:45 AM and 12 Noon to 12:30 PM.

KMBC
OF KANSAS CITY
The Program Building and Testing Station

TOPS in Showmanship

Curtain going up! Among the outstanding NBC Programs presented coast to coast are several **originating here** in Syracuse. And there are also plenty of others running locally — of network calibre — that will produce results to satisfy the most exacting Advertiser.

Listen to our Network Programs. Write for details about these **Tested** Shows. And then you, too, like our Advertisers, will realize why WSYR is "Tops In Showmanship."

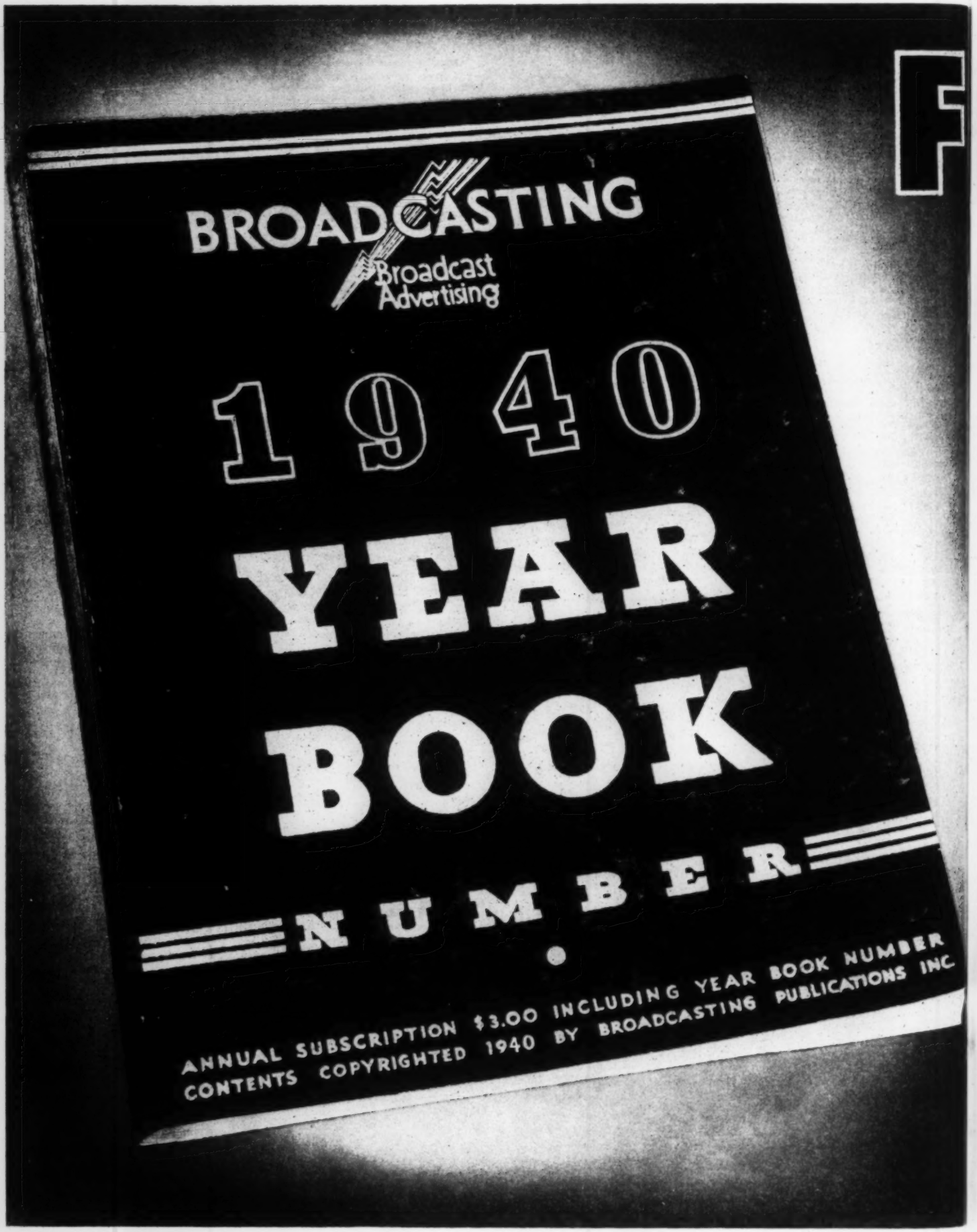
NBC Red

NBC Blue

WSYR

Tops in SYRACUSE

PAUL H. RAYMER CO. Representatives NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO


BROADCASTING
Broadcast Advertising
1940
YEAR BOOK
NUMBER
ANNUAL SUBSCRIPTION $3.00 INCLUDING YEAR BOOK NUMBER
CONTENTS COPYRIGHTED 1940 BY BROADCASTING PUBLICATIONS INC

IRST AID

for the Radio Advertising Industry

PRIOR to 1935 no "first aid" directory source existed in the radio advertising industry. Those were sad days. Long hours were spent in vain research. Time-buyers, account executives, advertising managers, station managers, chief engineers—a whole industry—were in a constant question-and-answer quandary.

Naturally, a Yearbook was needed. So in 1935 the editors of BROADCASTING published the BROADCASTING YEARBOOK Number, first of its kind, with scores of fully-indexed directories and documentary reference data . . . large, well-tabulated, easy-to-read and easy-to-use pages . . . a completely reliable and useful volume.

Cast in the same mold, with yearly refinements, came the 1936, 1937, 1938 and 1939 YEARBOOK Numbers . . . a succession of indispensable, every-day tools for a growing industry.

The 1940 BROADCASTING YEARBOOK Number now is in process of production. Many new features are being added . . . some at the suggestion of the men who use it most, the time-buyers. As before, the new edition stresses *utility*. It must work for everyone in the industry, everyday. Not a museum piece or "special edition", the 1940 YEARBOOK Number will get greater use than ever before.

Small wonder, then, that the 1940 BROADCASTING YEARBOOK Number, the year-round advertising buy at regular issue rates, is your *first* advertising choice of the year.

one page, $192 • half page, $108 • quarter page, $60

frequency rates on request

Reserve Space Now

I GIVE UP! WHAT'S KOIL GOT THAT NOBODY ELSE HAS GOT?
40 HOURS PER WEEK MORE NETWORK COMMERCIALS THAN LAST YEAR! SOME PUNKINS, HEY?
HALLO'EEN HOLLER HOUR

KOIL

OMAHA'S BASIC COLUMBIA OUTLET

Don Searle, Gen'l Mgr.
Katz Agency
Nat'l Repr.

PHONETIC SYMBOLS draw the attention of CBS announcers as Prof. W. Cabell Greet, well-known authority on American speech, points out gradations in enunciation and errors in pronunciation during a conference with members of the network's announcing staff. Listening attentively as he brings out a fine point are Mel Allen, Charles S. Arlington (at left) and Charles Stark (far right), all of them CBS announcers.

Announcers Have a Word for It

(Continued from Page 24)

especially for young people. It deserves mention particularly because of its improved phonetic key.

A sensible person should keep his own speech ways, his own phonetic patterns, when he finds them in good use, even if they are regarded by one dictionary or another as somewhat less to be preferred than others. A man who strives to cut himself off from his roots is suffering from a psychological ailment, and he is courting other troubles. His speech probably will sound false and "ham", his phrasing will be bad, he will tend to speak in single words instead of in phonetic groups, he is apt to overstress the fancy pronunciations that are false for him, and try as he may, he will be inconsistent.

This is not to say that one cannot and should not improve speech, but improvement is best undertaken along the lines of the phonetic pattern native to the speaker. It is not wise to teach or to ask a Midwesterner or Southerner to speak like an Easterner, or to ask either to acquire a British pattern. It is unforgivable to make anyone distrust the fundamentals of his speech—his most characteristic and most important means of expression. It should not be done unless his speech ways are very bad indeed—and never in response to any half-baked, eclectic so-called "standard English".

We must admit that the announcer has a difficult role. Though he is associated with cosmopolitan events, he is not so traveled nor so well educated as his duties really demand. An old-fashioned general education or its equivalent is a requirement for the job, but education alone cannot make a good announcer. For all his shallow fame, he does not receive from listener or producer the kind of respect that his position deserves.

CAREFUL DICTION
Sought by WFIL in Private Announcers' Quiz

CALLING attention to what he terms "the Philadelphia lingo", Samuel R. Rosenbaum, president of WFIL, Philadelphia, recently furnished WFIL announcers with a pronunciation quiz sheet for individual "private quiz", containing both the approved pronunciations and "the surrounding Philadelphia patois" to which local announcers might become susceptible. Emphasizing the need for radio announcers to keep their diction "just a trifle better than the average of the listening audience, rather than a trifle looser", and cautioning them not to get "too far out ahead" of the listeners, Mr. Rosenbaum included in his list:

"Do you say nooz or nyooz for news? I toldeem or I told him? Atsa-stuff or that's the stuff? Ah'll do it or I'll do it? Dub-ya or double-u for W? Mih-yun or mill-yun for million? Fildeffia or Filadelfia? Skookle or Skoolkill for Schuylkill? Come awn or come ahn for come on? Jellmen or jennle-men or gentlemen? Dennis or dentist? Connie-nennle or continental? Innimate or indimate or intimate? Iddly or Itly or Italy?"

Jay Franklin to Record Weekly Quotation Series

JAY FRANKLIN, pro-New Deal Washington newspaper columnist and radio commentator, has announced plans to produce a weekly quarter-hour transcribed series of current events commentaries based on quotations from public figures. Titled *Washington Quotes*, the series is to consist of short quotations of well-known personalities, read alternately by two or three separate voices, and interpolated between factual explanations of the news highlights of each week, according to Mr. Franklin. It is also contemplated to include a personal quotation by one public figure in each program, along with the indirect quotations read by announcers.

Quotes are to be secured both by direct contact with the speakers, through the Franklin news organization, and from regular news service coverage. Merchandising and production plans are still in the formative stage, but Mr. Franklin stated it was planned to start actual production on the programs before the first of the year. World Broadcasting System will cut the transcriptions.

"Yes- we have no used pianos"

In which we tell of the power of Oregonian Radio Station KEX to make sales for United Piano Company

● Tuning up an effective radio sales program for used pianos is a matter of getting the right idea, the right station, and sticking to a consistent schedule. United Piano Company of Portland had the right idea when they developed a three time a week demonstration broadcast direct from their showroom. And United had the right station when they selected KEX.

H. T. Howell, of United Piano Company, tells what happened:

"KEX has pulled our sales cost down and pushed our sales volume up. Time and time again we have cleared the floor of used pianos by means of our broadcasts, and we have also shown a big increase in the sale of new pianos. KEX is doing a splendid job."

H. T. Howell

MORAL: *Hitch your radio program to KEX or KGW and watch the Northwest sales roll in.*

KGW
620 KC
5000 WATTS DAYS
1000 WATTS NIGHTS
NBC RED

RADIO STATIONS OF THE
OREGONIAN
PORTLAND • OREGON

KEX
1180 KC
5000 WATTS
CONTINUOUS
NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

Advertisers using recorded programs pick stations using the best available equipment. That's why you need Fairchild Recorders, Amplifiers and Transcription Turntables.

"... it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AERIAL CAMERA CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

TRANSCRIPTIONS

FREDERIC W. ZIV Inc., Cincinnati, has announced a new transcribed show, *Lady of Millions*, starring May Robson, and consisting of 105 quarter-hour programs written by Hector Chevigny. Complete merchandising tie-ins with the star are available for local sponsors. The series was originated for and sponsored by Bauer & Black for Velure hand lotion on a selected list of stations before it was made available for local and regional sponsorship. The firm also announced that WWNC, Asheville, WCAE, Pittsburgh, WKBN, Youngstown, O., KWK, St. Louis, and WSAI, Cincinnati, have been set for local sponsorship of *Dearest Mother*, new serial, written by same writer and produced by same staff that produced the *Secret Diary* serial, now running on 65 stations.

RADIO ATTRACTIONS, New York, has announced further sponsors for its thrice-weekly quarter-hour, *Adventures of Pinocchio*, first sponsored on WFIL, Philadelphia, by Lit Brothers Department Store of that city, and on WOR, Newark, by Bloomingdale's Department Store, New York. The Higbee Co., Cleveland department store, will sponsor the series on WHK, Cleveland, starting Oct. 16; Ideal Pure Silk Co., Evansville, Ind., starting Oct. 9 on WGBF; Maison Blanche, New Orleans department store, on WSBM, WTIC, Hartford, and Loose-Wiles Biscuit Co. on WWJ, Detroit.

RADIO adaptation of the adventures of *Superman*, well-known comic magazine character, has been made by Frank Chase & George Ludlam of New York for sponsorship, either in live or recorded form, by national or local advertisers. *Superman* was originally published as a part of the comic magazine *Action Comics*.

FIVE new subscribers to Associated Music Publishers Library service are WMAM, Marinette, Wis.; WSBC, Chicago; WJPR, Greenville, Miss.; WGKV, Charleston, W. Va., WCOS, Columbia, S. C. New stations subscribing to the Ida Bailey Allen quarter-hour thrice weekly transcriptions produced by AMP are WISN, Milwaukee; KSL, Salt Lake City; WMAM, Marinette, Wis.

RECENT subscribers to the *Speedy-Q* sound effects library are WCAU, Philadelphia; WHBB, Selma, Ala.; WMC, Memphis; KYW, Philadelphia, and the Mason-Dixon Radio Group. The Charles Michelson library is also available in Canada through a recent arrangement with Starr Piano Co. WGAR, Cleveland, has subscribed to the WBS transcription library service.

WFBL

SYRACUSE

"MUSICAL CLOCK" TRIPLES SALES for client

"My five minutes (daily) talk on your station has been the best means of tripling our September Sales over 1938."

Mr. Charles W. Jacobsen, Oriental Rug expert of Dey Brothers & Company, Syracuse, is one of many enthusiastic advertisers who have found WFBL's live talent "Musical Clock" Program brings immediate results. Choice strips still available. Get full details, rates and time open, TODAY!

WFBL
Syracuse, N. Y.
or Free & Peters, Inc.
National Representatives

Maxwell House Discs

GENERAL FOODS Corp., New York, on Oct. 23 started a quarter-hour transcribed program titled *Kate Hopkins, Angel of Mercy* in the interests of Maxwell House Coffee on the following stations: KTSA KGNC KRIS KTSM KRLD KTRH KFH KSTP and WFEA. The program features Margaret MacDonald and Clayton Collier in the title roles, and is heard Mondays through Fridays at varying times. Benton & Bowles, New York, handles the account.

STANDARD RADIO announces the following stations as subscribers to its Standard Library: WJR, Detroit; KFIZ, Fond du Lac, Wis.; KFPY, Spokane; WGBI, Scranton, Pa.; WDSM, Superior, Wis.; WISE, Asheville, N. C., and KWEW, Hobbs, N. M.

GENERAL MOTORS of Canada, Oshawa, Ont.; has distributed discs announcing new General Motors cars to dealers throughout Canada, the dealers placing the discs with their local broadcasters, according to MacLaren Adv. Co., Toronto.

TRANS-RADIO ENTERPRISES, new Hollywood production and transcription unit, has been organized with headquarters at 5513 Sunset Blvd. Studios are RCA equipped. Frank Robinson Brown, well-known in Southern California radio, is production manager, and Frederic P. Plotkin, musical director. Walter J. Koeppel, executive of Schirmer Music Stores, Los Angeles, heads the world music clearance service.

WILLIAM R. LEWIS, formerly of Victor Talking Machine Co., Southern Wholesalers, and General Electric Supply Corp., has been named Midwestern sales manager of U. S. Record Corp., with headquarters in Chicago. The company recently leased two floors at 1780 Broadway, New York, and currently is remodeling them for recording studios.

J. CURTIS BIRD, general manager of Aerogram Corp., Hollywood transcription concern, is in Cleveland to confer with Alonzo Hawley, representative of that firm. He is scheduled to return to the Coast by Oct. 20.

COLUMBIA RECORDING Corp., Bridgeport, Conn., has announced among its November releases an album of eleven 12-inch records of Shakespeare's *Julius Caesar*, as played by Orson Welles and members of the Mercury Theatre.

Plan Promotion Drive For *Lone Ranger* Tieups

TO PROMOTE character merchandise in connection with *The Lone Ranger* program, an extensive campaign will be conducted between Thanksgiving Day and Christmas, according to an announcement by Raymond Spector, director of all commercial activities of Lone Ranger Inc. Sole license for the manufacture of "Lone Ranger" radio sets has been granted to Pilot Radio Corp. The sets are one of the 126 Lone Ranger items for sale in department stores all over the country.

Sponsors of the radio program have completed reciprocal publicity tieups with the department stores carrying these items. Promotion booklets, mats for newspaper advertising, window display cards and copy ideas will be used during the campaign, in addition to the usual promotion of daily comic strips in 127 newspapers, 15-minute episode movie serials and *The Lone Ranger* programs on 140 stations.

Blood Donors

TO ENLIST blood donors on a nationwide basis, 49 NBC-Blue stations on Oct. 6 tied in with a special network program, *Life Donors*, by starting organization of "blood donor posts" in their respective communities. The idea, superintended by Keith Kiggins, director of the Blue network, is an extension of the work of the Legion of Blood Donors, a voluntary humanitarian organization of Rochester, N. Y., which was founded 2½ years ago by Al Sigl on WHAM, with cooperation of the *Rochester Times-Union*.

CIVIC MINDED!

MINNEAPOLIS-ST. PAUL

Doing a Great Job of Co-operating With Community Enterprises . . . It's the Northwest's Most Popular Station.

Here's What They Say—
(Excerpts from Letters to WTCN)

"Every year at this time WTCN has been very helpful in broadcasting announcements for the Christmas sale of the Minneapolis Society for the Blind."
Addison Lewis

"I desire to express to you in behalf of the Minnesota Arrowhead Association's officers and directors, my sincere appreciation for your courtesy in allowing me to present the Minnesota Arrowhead story over your station."
S. V. Saxby

"I wish to thank WTCN for its fine co-operation with the Young Peoples Department of the Minneapolis Church Federation".
Richard C. Hunter

"The Junior Association is indebted to WTCN for its splendid co-operation in helping us put over our Christmas lighting campaign".
Lester A. Malkerson

"May we ask your continued help in the effort to raise our Christmas Seal quota?"
Marguerite Breen

"Thank you very much for the time given us this morning for a Poppy Day broadcast".
American Legion Auxiliary

"Our sincere appreciation for the splendid co-operation received from WTCN during our campaign for funds for the relief of Anoka tornado sufferers."
American Red Cross

OWNED AND OPERATED BY THE ST. PAUL PIONEER PRESS AND MINNEAPOLIS TIMES-TRIBUNE . . . FREE & PETERS, INC., NATIONAL REPRESENTATIVES. NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO.

Merchandising & Promotion

Parade of Oomph—West Virginia Boom—Pacific Promotion—Columbia Veterans—Husks

OUTSTANDING among the promotion stunts devised by MBS for its exclusive coverage of the 1939 World Series was the group of 3,500 Currier & Ives baseball prints cut into jigsaw puzzles, each piece representing an MBS station carrying the series.

Further publicity included the use of a specially constructed baseball microphone shaped into the form of a baseball, a bat and home plate for the broadcasts; New York City radio editors were invited to witness one of the games played in the city; giant telegrams were exhibited in 500 Western Union telegraph offices in 15 cities, and individual stunts were conducted by some of the stations carrying the series.

WHB, Kansas City, sent out baseballs to 300 advertisers and advertising agencies. WLAP, Lexington, had sandwich men touring streets with portable radios tuned to the Series. WHBF, Rock Island, erected a player board in the ballroom of Fort Armstrong hotel with a trained technician to operate the plays. WGRC, Louisville, held a Memory Luncheon for baseball veterans. WFIL, Philadelphia, advertised the series by its float at a water carnival. KUTA, Salt Lake City, hung a World Series sign over the ring at boxing and wrestling matches. Similar stunts covering a wide range of novelties and promotion tricks were staged by stations all over the nation in connection with the series broadcasts on the special MBS hookup.

* * *

Nashville Bat

SIXTEEN-INCH baseball bat, distributed during the World Series, was used as a direct-mail promotion by WSM, Nashville. Mailing tag on the bat carried the legend, "Win a World Series in Sales! Send WSM, the station whose primary listening area alone produces between 30 and 40 million dollars worth of furniture and wood products yearly, to bat for you!"

* * *

Tillamook Recipes

TILLAMOOK COUNTY Creamery Assn., Tillamook, Ore. sponsors of *Tillamook Kitchen* with Benny Walker on NBC-Pacific Red network, is offering a recipe booklet for listeners writing to the station.

WINDOW of Wabeek State Bank, Detroit, presents an 18-hour daily war bulletin service supplied by WJR, with photos of the station's newsmen, Duncan Moore, Jimmy Stevenson, Edgar A. Guest Jr. and Jack King.

AMONG promotion stunts employed recently by Fin Hollinger, publicity director of CJLS, Yarmouth, N. S., is a series of weekly letters to agencies throughout Canada. With one note was sent a vial of water from the Atlantic, referred to as "an ocean located just off Yarmouth . . . through which travel 70,000 passengers (with $13,000,000 in spending money) between Yarmouth, Boston and New York; from which come the largest lobster shipments in the world, and in which swim the world's largest and hungriest tuna fish".

A second note, written on canvas duck, pointed out that Yarmouth is the home of one of the largest cotton duck mills in the world, with the admonition, "This is Yarmouth duck, but don't duck Yarmouth for bigger and better sails". On a third letterhead was glued an American penny, explained with "Here is an American penny. With it Yarmouthians may buy two slices of bread, a fifth of a pint of milk, etc. Over one billion of these American pennies leave the pockets of American visitors stepping into the Maritimes through Yarmouth. CJLS advertising will roll a few of them your way".

* * *

WFBR Newspaper Tieups

EXTENDING its reciprocal tie-ups with Maryland newspapers to 11, WFBR, Baltimore, recently negotiated a time-space exchange agreement with the *Baltimore Sun*, arranged by Hope H. Barroll Jr., executive vice-president, and Purnell H. Gould, commercial manager, for WFBR, and W. F. Schmick and E. P. Kavanaugh, for the *Sun*. Through its arrangement with weeklies in other counties in the state, WFBR devotes a daily five-minute program to news about the county each newspaper serves, receiving in exchange a quarter-page ad each week in the various publications. In addition the station frequently makes special pickups from counties in which it has newspaper tie-ups, receiving extra publicity in cooperating weeklies.

* * *

Capital Oomph

ELINOR LEE, home economist of WJSV, Washington, invited Capital redheads to a studio party Oct. 4 to meet Ann Sheridan, queen of the oomph, during her week of personal appearances at the Earle Theatre. An Ann Sheridan Club was formed, with charter and fixings. After the ceremonies, the titianites were guests at the theatre.

* * *

Sperry's Skillets

SPERRY FLOUR Company, San Francisco, sponsors of serial *Dr. Kate* on NBC-Red on the Pacific Coast, is offering a Revere copper skillet, chromium lined, for a sales slip showing purchase of Sperry Wheat Hearts and 50 cents.

* * *

Juicer for Cereal Cartons

ALBERS BROS. MILLING Co., Seattle, sponsor of the transcribed serial *Linda's First Love* on KPO, San Francisco, is offering an aluminum orange juicer for a box top from Albers Carnation Oats.

Ring and Flight

MORGAN JEWELRY Co., San Francisco jewelry firm, for a flat $99.50 is offering on KYA, San Francisco, a round-trip plane trip to Reno, complete with wedding ring, to customers planning marriage. For that price the bride and bridegroom-to-be, along with another couple of their own choosing, get the all-expense flight, including taxis to and from the airports. The wedding party may leave San Francisco in the morning, be married in Reno, and return in time for lunch. Sponsor calls it "Cupid's Air Express".

* * *

New Bulletin

PROMOTED as a plus-service for WLS advertisers is a new monthly merchandising bulletin published by WLS, Chicago, for distribution to all wholesale grocers and large chain grocery stores in the Midwest. The service was started when it became apparent that wholesalers and retailers didn't know which advertisers were sponsoring programs or when these advertisers were running special contests, premium offers and other sales stimulators, according to WLS.

* * *

Kanawha Boom

PROMOTION letter sent to agencies by WCHS, Charleston, W. Va., calls attention to bustling business resulting from the development of the chemical industry in the Kanawha Valley by Dupont interests, emphasizing the novel use of the district's coal supply in manufacturing toothbrush bristles and ladies hose. Hinting at a gift of a pair of hose, the station offers to "go on and on" in response to a postcard answer, all the while plugging the Dupont products.

* * *

Photo Posters

KVOE, Santa Ana, Cal., has placed 20 18x20 inch news photo posters, using pictures of Dispatch Photo News Service of New York, in principal downtown stores of the city. Pictures, of current news value, are replaced weekly, with the call letters appearing on the top border of each and commercial copy on one of the programs on the station imprinted on the lower border.

Exactly Three

THE MOST recent service extended to early morning radio listeners is provided by Jack Gregson's *Yawn Patrol* on KSFO, San Francisco. Gregson knows no morning program is effective without several "well-laid eggs". He likewise knows many bitter bridal tears are shed over inability to cook a three-minute egg. So, each morning with due warning to the ladies to get ready the boiling water, Gregson gives the down beat to Dick Aurandt, who starts his orchestra playing a tune lasting exactly three minutes. When the tune is over, the eggs are perfectly done.

Coast Displays

COINCIDENT with start of the fall radio season, NBC Hollywood press department has embarked on an ambitious campaign to publicize and merchandise network shows originating from that city. Most impressive is the weekly NBC Foto-Flashes, a printed photo job built around a different program each week. They are placed in windows of more than 300 radio stores in Southern California. Foto-Flashes include plugs for the program, its personalities, the network and station as well as sponsor.

Second window display deal, set by Hal Bock, NBC western division press manager; is a tie-up with publishers of *Radio News-Week*, fan publication with 80,000 copies distributed weekly through 30 Ralphs Grocery Co. stores in the Los Angeles area. At the cash register of each market is a 16x30 inch framed announcement plugging *Radio News-Week* and the NBC Red and Blue network. Blow-up photo of a popular radio entertainer, is also included along with program information. These displays are in addition to photos and other exhibits being placed in more than 50 other Los Angeles and Hollywood store and bank windows.

* * *

Soup by Campbell

KOY, Phoenix, devised a novel way to announce release of the weekly CBS *Campbell Playhouse*, sponsored by Campbell Soup Co. over that station. A week prior to the starting date, Sept. 10, hot Campbell soup was served to all studio audiences. Auditors were invited to call at the station, witness any of the day's programs originating at KOY, and have a bowl of soup. Several thousand were served during the week.

* * *

CBS Oldtimers

WITH 45 advertisers sponsoring 76 programs on CBS this fall, heaviest schedule in the network's history, CBS has issued a booklet, "The Measure of a Network—given by the people who know it best", listing these advertisers. Of the total, 11 are beginning their sixth year or more on CBS; nine are starting their fifth year; six their fourth; five their third; five their second, and 10 have started on CBS within the last year.

* * *

Coast Previews

WPO-KGO, San Francisco, has started a series of "Sneak Previews", new program ideas for the trade. Instead of conducting the usual transcribed or live talent audition in the studio for a single agency group at a time, invitations are sent agency men on the Pacific Coast. The idea was developed by KPO-KGO Sales Promotion Manager Robert McAndrews.

* * *

Week of Letters

KGO-KPO, San Francisco, capitalized on National Letter Writing Week in October. Spot announcements appearing daily on both stations invited listeners to write in and express themselves on their likes and dislikes concernng programs heard over the NBC stations.

* * *

Ears How

WDZ, Tuscola, Ill., has mailed corn husks to 500 advertisers and agencies on which is printed "O, Shucks! Husk your profits with WDZ, over 2,000,000 'ears'."

KIT'S Own Daily

WITH no newspaper on the streets of Yakima, Wash., between the morning and evening editions of the local publications, J. A. Murphy, manager of KIT, that city, as promotion for the station and to create good-will among local businessmen, has started publishing a daily mid-day news sheet of his own. Deadlined for 11:30 a.m. and containing a round-up of hot off-the-press local and world-wide news, the sheet, mast-headed *KIT Radio Daily*, reaches readers by noon each day. It is 8½ x 14 inches in size and mimeographed on both sides. Distribution is through restaurants in the immediate downtown business area. Material is assembled, edited and printed at the station under direction of Pete Wick, KIT news editor, a former newspaperman. More than 400 copies are distributed and they must be left in the restaurant after reading for accommodation of other patrons. No advertising is carried, although various programs released by the station are briefly plugged daily.

* * *

Lever Lockets

LEVER BROTHERS Co., Cambridge, Mass., sponsor of the *Big Sister* program on CBS for Rinso, on Oct. 19 will introduce a fall promotional campaign for the program similiar to the offer last fall of cameos modeled after the profile of the featured star, Alice Frost. New offer will be lockets containing pictures of Miss Frost and her co-star, Martin Gabel, whom she marries in the script, which listeners may obtain in return for 15c and one Rinso box top. Agency is Ruthrauff & Ryan, New York.

* * *

Omaha Routes

ROUTE LISTS covering every drug and grocery store in Omaha, bound in pocket-size booklet form, are offered manufacturers, jobbers and wholesalers as a merchandising aid by KOWH, Omaha. The booklets also include blank space for notes and remarks on calls in addition to the printed retail outlet list.

BROCHURES

WHIO, Dayton, O.: Market data folder combining coverage maps with county-by-county economic statistics for the station's service area.

CORN PRODUCTS Sales Co., N. Y.: Eight-page color brochure announcing Oct. 9 start of company's new five-weekly serial, *Society Girl*, on CBS.

WTIC, Hartford, Conn.: Illustrated studio, personnel and talent fan magazine, offset printed by National Radio Personalities Inc., Peoria, Ill.

FROM THIS bright red structure on the grounds of the Kentucky State Fair at Louisville were dealt out both general information and tickets for the special appearance of WLW's *Boone County Jamboree* at the fair. Among special promotions for the broadcast were two personal appearances of the *Jamboree* troupe, one in the Jefferson Dry Goods Co. store and another in the Seelbach Hotel, and newspaper advertising by the store and the hotel calling attention to the "previews".

Without Spinach

GOOD NEIGHBORING in Bingham, Utah, to describe the "Galena Days" celebration for listeners of KDYL, Salt Lake City, Program Director Myron Fox was clapped in the town's festive hoosegow—a "kangaroo jail" located on the city hall steps —for violating a local ordinance, in effect before and during the celebration. The ordinance required all males appearing on Bingham streets to sport a beard of one kind or another. Cleanshaven Mr. Fox had to spend two hours in the jug before he could go about his announcing.

ALABAMA football fans are hearing the complete schedules of Alabama and Auburn football games through WBRC and WAPI, Birmingham. Nehi Bottling Co. sponsors the games for Royal Crown Cola. Broadcasts are fed to Alabama Network. Leland Childs is announcer for WBRC, and Maury Farrell for WAPI.

Early Radio Incidents Recalled in Wile Book

THE DEAN of American radio commentators, Frederic William Wile, a distinguished journalist and former war correspondent, relates how he happened to start his former radio commentary, *The Political Situation in Washington Tonight*, in a chapter titled "Blazing the Radio Trail" in his newly-published book of memoirs, *News Is Where You Find It* [Bobbs-Merrill Co., $3.75].

Mr. Wile relates how he started broadcasting over WRC, Washington, in the fall of 1923, did his job gratis for four years, then asked David Sarnoff, president of RCA, which owned WRC, to place him on the payroll. He was rejected, Mr. Sarnoff being quoted as saying "a salary arrangement was out of the question anyhow because radio could get all the speakers it wanted on a voluntary basis." He quit, then was paid $50 a week until William S. Paley, CBS president, offered him a contract at $10,000 a year, starting March 4, 1929. Mr. Wile relates in his book, which largely is devoted to his experiences as a Washington and foreign newspaper correspondent, many of the sidelights of his radio career, and devotes a chapter titled "Hello, America!" to his pioneer broadcasts from abroad which started when he accompanied the American delegation to the London naval limitations conference in 1930.

WAAF, Chicago, recently invited its listeners to a roller skating party during its daily afternoon *Mythical Ballroom*. So many fans turned out that Eddie Chase, conductor of the program, had to hold a second party.

KTBC Stock Setup

INCORPORATION of the group licensed to operate KTBC, new 1,000-watt daytime station on 1120 kc. which went into operation in August and which shares time with the 500-watt WTAW, Texas A. & M. College station, was disclosed Oct. 6 in an application filed with the FCC for transfer of license to the State Capital Broadcasting Assn. Inc. Under the new setup, the stock is divided as follows: R. B. Anderson, member of the State Tax Commission, president, 83 shares; R. A. Stuart, Fort Worth attorney, vice-president, 83 shares; A. W. Walker Jr., professor of law at the University of Texas, secretary, 84 shares. The station is managed by Richard C. Watts, with Harry Slife as chief engineer.

WTAG

WORCESTER, MASS.

Two measures of returns: In Worcester, Income Tax Returns exceed the national average by 50%. WTAG has the largest audience at all hours — average 58.88%.

NBC BASIC RED NETWORK
YANKEE NETWORK
EDWARD PETRY & CO., Inc.
National Representative

WBAL
means business in Baltimore

? IT'S NO MYSTERY ?

"The Case of Greater Advertising Results" clears up all the clues to the Greater Cleveland Market. It's the story of the remarkable results you get by using the

WHK - WCLE Merchandising Plan

Send for your copy **Supply is limited**

▲

WHK & WCLE Cleveland
THE UNITED BROADCASTING COMPANY

Purely PROGRAMS

CAPITALIZING on the current interest in polls and surveys, KSTP, St. Paul, has started a new weekly program, *Minnesota Today*, on which are dramatized the opinions of persons in all professions and occupations on national and international problems of contemporary interest. Daily newspaper editors of the State cooperate with Val Bjornson, KSTP commentator, in gathering material for the dramatized discussions, and KSTP, along with other stations of the Minnesota Radio Network, which also carry the series, receive a good plug in newspaper stories written in conjunction with each program.

* * *

The Tax Problem

RECOGNIZING the growing interest in governmental expenditures, WBNS, Columbus, O., has started a new weekly series, *Money at Stake*, on which are presented the views of the local Citizen's Tax League. Each Saturday evening a cast of eight or ten dramatizes an episode based upon the history of taxation and public economy. At the close of each drama a CTL representative speaks briefly on the general purpose of the League. The show is written by William O. Aldridge, produced by Irwin Johnson.

* * *

After the Games

BULL SESSION of football titled *Monday Quarterbacks' Club has* started on WJJD, Chicago. Sports editors of local papers and football stars of yesterday are featured in a quarter-hour of alibis, second guesses and expert ribbing. E. W. Cochrane, sports editor of the *Chicago Herald-American*, is m.c.

* * *

CONTRACTS for exclusive radio rights to the writings of Fannie Hurst, Edna Ferber and S. S. Van Dine have been signed by Phillips H. Lord Inc., radio program producer.

Crime Prevention

DIRECTED at adults and recommending the wisdom of understanding and patience for persons directly concerned with the lives of first offenders against the law, *The First Offender* on WICC, Bridgeport, and MBS is presented Saturday mornings under auspices of the New Haven County Sheriff's Assn. to point out through dramatizations how a great percentage of "first offender" cases can be eliminated by proper handling of young persons during their adolescence.

* * *

Ticket Auction

TURNED into an auction sale for one day, the sustaining man-on-street feature of WMC, Memphis, was used recently to help boost the sale of season athletic tickets for the local Southwestern U. With a professional auctioneer actually selling season books to the highest bidder for a quarter-hour stretch, twelve of the regular $7.98 books were sold at prices ranging from $5.50 to $13.

* * *

Health Education

IN COOPERATION with the State Department of Health, the Arizona Network has launched a weekly quarter-hour program dealing with health from an educational standpoint. The program, originating at KOY, Phoenix, brings prominent doctors to the microphone with expert advice on health problems. The entire program is furnished by the State department.

Something Missing

REPORTEDLY a dandy mail-puller is the "Borrowing Neighbor" game included as a part of her regular domestic series by Elinor Lee, home economist of WJSV, Washington. At the close of her programs Mrs. Lee outlines a fairly common recipe, but leaves out one essential ingredient. Describing the missing product, she then invites listeners to write and tell her what it is. The stunt is dressed up by having an imaginary housewife call on a neighbor to borrow the missing ingredient, outlining the incomplete recipe in the process.

* * *

A Week of Fires

AMONG special programs presented on WBZ-WBZA, Boston-Springfield, during National Fire Prevention Week was a nightly reporting of the fires in the Boston area in the preceding 24 hours. The chief operator of the Boston Fire Alarm Bureau listed the conflagrations during the Week, and each night summed up with an estimate of what the amount of the day's fire losses would have purchased if put to some useful purpose.

* * *

Songs at Night

MEANT to show how the lives of many individuals swing on musical hinges of emotional tunes, *Your Song* on WLW, Cincinnati, presents Barney Rapp and his band each morning at 1 a. m. playing the requests of listeners sending in the best reason for liking a particular number. After the selection has been broadcast, Conductor Rapp sends them autographed photos of the band and copies of their songs.

* * *

Fast and Furious

RAPID-FIRE 90-minute revue recently staged and broadcast by KOY, Phoenix, to celebrate reunion of the staff after the vacation period, has resulted in the program continuing as a weekly feature under title of *Tuesday Night Frolic*. All members of the staff, including technicians, are featured and the program is fed to Arizona Network, of which KOY is key station.

* * *

City Winters

WBBM, Chicago, has started a Saturday morning series designed to solve the problem of exercise for city dwellers during the winter months. Titled *What Can I Do*, the series features local recreation experts who tell the listeners where to go, what to do with their leisure time.

ASSIGNED to interview Jesse Lasky when he visited Toledo in connection with the *Gateway to Hollywood* series, Ruth Landwehr, woman's program director of WTOL, Toledo, not only got the interview but also a chance at film work. While chatting with Miss Landwehr, Mr. Lasky decided she was good movie material and suggested she join other Toledo contestants in the local tryouts. She did and she won. Here she is with Producer Lasky and the other winner in the Toledo competition, Henry Stambaugh, 20-year-old high school graduate featured on WTOL's weekly sustaining feature, *Young Toledo Presents*.

* * *

While Europe Rumbles

STRESSING patriotism indirectly and American industry directly, the new weekly half-hour *America Works* on WHK, Cleveland, presents a dramatized history of some nationally known food product. Employing a cast of 12 persons, the program is non-commercial, although produced in cooperation with the Associated Grocery Manufacturers' Representatives in Cleveland. To promote the new series, WHK is distributing a direct-mail folder, "While Europe Rumbles with War—*America Works*", built around pictures of officers of the AGMR and the large industrial firms cooperating and using a red-white-and-blue motif.

* * *

Chicago's Past

WMAQ, Chicago, has started a late Sunday evening series titled *City on Parade*, aired under auspices of the Chicago Historical Society, featuring dramatized highlights in Chicago's growth.

* * *

Ladies Say

INTERVIEWS with girls are carried on the new vox pop feature, *Girl on the Street*, sponsored for Happy Family baking powder on WCHS, Charleston, W. Va.

Raring to GO
IT's only the beginning of the Fall season, yet IBC accounts are already running up a large Sales score. • Alone in this field of 1,500,000 Italo-Americans, IBC plays before an audience that spends over a Billion Dollars annually. • Is it any wonder that more and more National Advertisers are "Raring to Go" The Italo-American Way!
WOV
NEW YORK
1000 WATTS
THE INTERNATIONAL BROADCASTING CORP.
NEW YORK
WBIL
NEW YORK
5000 WATTS

What Station—

has so many listeners wanting to see broadcasts that it maintains an 800-seat auditorium from whose stage 125,000 persons were entertained with broadcasts during 1938?

Why It's **WNOX** 1010 KC 5000 W CBS

KNOXVILLE, TENNESSEE

Scripps-Howard Radio, Inc.

Representative

THE BRANHAM CO.

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate

1,000 Watts

BIG FALL BUSINESS!

Many millions being spent in Asheville and Western Carolina by summer-fall tourists. Industry humming. Crops excellent. Business UP—and sure to be stimulated for months to come. Use WWNC's sole radio coverage to boost your sales . . . starting NOW!

Drama's the Thing

AN ORIGINAL musical comedy is presented on KGO and the Pacific Coast NBC-Blue network every Saturday, 6:30 to 7 p.m. (PST) titled *Tenth Row Center*. The series aims to present musical comedy especially written for microphone production but retaining the atmosphere and color which has made this type of entertainment perennially enjoyed by audiences everywhere. Dave Drummond, NBC playwright, is writing the musical plays, including dialogue, lyrics and musical setting. A large orchestra, conducted by Ernest Gill, accompanies the singers.

* * *

Silver Bucks

ON THE weekly *PDQ Quiz Court*, sponsored by Petrol Corp. on KFI, Los Angeles, six members of the audience, chosen as defendants and given 10 silver dollars each, try to answer questions put to them by the presiding judge, paying fines commensurate with the difficulty of the question for each miss. Winner receives all fines collected. Twelve jurors, also selected from the audience, also receive prizes, for answering queries too difficult for defendants. Questions, worth a dollar if accepted, are submitted on blanks from Petrol dealers.

* * *

Unpredictable

ELASTIC as available talent, the new *Breakfast in Bedlam* weekday morning show on WBZ-WBZA, Boston-Springfield, operates around Fred Cole as m.c., orchestra and a pair of singers, with the rest of the program open to all comers with any entertainment talent. Each Saturday morning during open house outside talent from anywhere may walk into the studio and go on the air during the program, which is ordinarily unpredictable.

* * *

Epochal Days

EACH of the years in which the present generation has lived is dramatized on a new series titled *These Amazing Years*, on NBC-Blue network. Featured is Howard Vincent O'Brien, for the last seven years daily writer of the "All Things Considered" column of the *Chicago Daily News*. Mr. O'Brien has published 15 books and last season conducted a program on WENR, Chicago, patterned after his newspaper column.

* * *

Treasure Box

A TREASURE box prize is the latest addition to Jerry O'Leary's vox pop show on WCOP, Boston. Interviewees during the broadcast are given a printed question at the end of the show with 30 seconds in which to answer. A right answer wins two dollars, which goes into the box if there is no winner, making a four dollar prize for the next day, and so on until someone collects.

* * *

Quizathon

A NEW TWIST to a quiz show is the "quiz marathon" introduced by Allen Prescott on his *Don't Forget* program on NBC-Blue. Undefeated contestants will be invited back for the next broadcast and so on until they miss. In addition to the usual prizes for correct answers, special awards are given: $25 for staying through two programs, $50 for three, $100 for four and $200 for six.

Lingo Puzzler

JOSEPH RIES, WLW station director at the New York World's Fair, started taking private lessons in Polish at the outbreak of war, but his text books did not arrive until after Germany and Russia had split up the country. At the moment Ries is in a quandry. He doesn't know if Polish names will continue in the news or whether he should devote his time to brushing up on his German and French and let it go at that.

Cash for Noise

WITH dollar prizes to listeners for correct identifications, WOL, Washington, has started *Zingo*, new audience participation game based on sound effects. Different audible effects are presented on each of the weekly quarter-hours, and listeners are invited to compete for prizes by mailing in their identification lists. Apart from being a novel form of listener participation, the series serves an educational purpose by acquainting listeners with the technique of synthesizing different sounds.

* * *

Meet the Classics

THE HUMAN side of literature, as expressed in famous diaries, letters and original manuscripts, and interpreted by Edward A. Weeks, editor of *The Atlantic Monthly*, will be presented in a series of informal weekly programs on NBC-Blue starting Oct. 17. The program, titled *Meet Mr. Weeks*, will feature weekly guest stars and will encourage listeners' participation by answering their questions on literary subjects.

* * *

Capital Autumn

INCLUDED among new programs opening for the fall season on WJSV, Washington, are *Washington Hour*, weekly variety show built around local talent; *Church News*, a church news and hymn feature; *Fan Fare*, providing inside stories of radio personalities along with music, and the *University of the Home* series, which resumes this year and presents representatives of local schools, universities and educational groups.

* * *

The Tactical Slant

SPECIAL summary of the daily military and naval developments of the European war is given nightly on WHN, New York, by George Hamilton Combs, WHN news commentator, to enable listeners to follow the war activities on the maps distributed by the station.

THE NORTHWEST'S LEADING RADIO STATION

KSTP

MINNEAPOLIS & ST. PAUL, MINN.

Soon

50,000 WATTS

N B C BASIC RED NETWORK

War Outlooks

TO PRESENT the opinions on the present world situation of the man and woman in the street, WIP, Philadelphia, has started a new sidewalk interview program, *John Q. Public*, with Howard Jones setting up a WIP microphone each afternoon at 3:15 p.m. at Ninth and Market Streets in downtown Philadelphia to pick up the comments, via interviews, of the ordinary citizen.

* * *

Government Activities

UNDER title of *The United States Government Reports*, the Arizona Network has launched a weekly quarter-hour educational feature originated at KOY, Phoenix, conducted by the local head of the U. S. Government Reports Office. He interviews various Federal department heads on their official activities in that state.

* * *

Pick Your Noise

A RADIO novelty game on WIND, Gary, Ind., uses hundreds of sound effects. Listeners are supplied charts of the sound effects, and are asked to check the ones heard. Merchandise prizes for the most accurate charts are awarded by Cousin's Jewelry Store, sponsor.

* * *

Years of Miracles

SENSATIONAL events through which the present generation has lived are dramatized on *These Amazing Years*, weekly half-hour program on NBC-Blue featuring Howard Vincent O'Brien, creator of *All Things Considered*, a daily column appearing in the *Chicago Daily News* since 1932.

* * *

Abounds in Husking

WDZ, Tuscola, Ill., is broadcasting 20 corn husking contests during October. The contests will be remoted within a 100-mile radius of the WDZ transmitter. Farm women will be featured in one contest, county farm advisers in another.

* * *

For the High School

SLANTED to high school sports fans, WLS, Chicago, has started a Saturday morning program, *Prep Sports*. Jimmy Evans, Chicago sports commentator, is heard in a discussion of high school and prep teams, forecasts and predictions.

* * *

Busy Chicagoans

WIND, Gary, Ind., has started a series called *Chicago at Work*. John L. Sullivan interviews workers at local factories on the thrice-weekly series sponsored by the local Newart's Clothiers.

WSIX

"The Voice of Nashville" Tennessee

Offers more for your money in the rich Nashville area.

Mutual Broadcasting System

HEADLEY-REED CO., NATIONAL REPRESENTATIVE

A SPOT A DAY
Proves an Effective Weapon For Sports Dealer

ONE DAILY 100-word spot announcement on WFBG, Altoona, Pa., timed for the noon period when most workers in local industries take their lunch hour, has proved an effective advertising vehicle for Burchfield & Co., local sporting goods store, according to the trade paper, *Sporting Goods Dealer*. "Our radio advertising costs only $5.90 a week and it has brought as many as 50 customers to the store in a day," commented Roy Burchfield, an official of the store. "It is easy to check returns from radio announcements. When we announce a special, usually a number of men come to the store and ask for it.

"Radio advertising is excellent for cleaning stocks at the end of each season. At the end of the last hunting season we had on hand a large quantity of coats. We offered them as a special and they were all moved out in a few days. It is our policy to clear stocks as far as possible each season, rather than have a lot of money tied up in old stocks. This speeds up turnover, enables us to use the money for new stocks and impresses customers with the fact that they are buying fresh merchandise every season."

For Radio Writers

PRACTICAL advice on how to write for radio, geared to fill the requirements of all classes of radio writers—beginners, amateurs and professionals—is presented in *Handbook of Radio Writing* [Little, Brown & Co., $2.50], by Erik Barnouw, former NBC script writer and now Professor of Radio Writing at Columbia U. The volume includes a thorough survey of the market, material and technique of the radio script, along with an appendix containing an academic analysis of a radio version of *Hamlet* and a 20,000-word writer's guide to radio.

MONTANA'S HIGHEST PER CAPITA INCOME AREA

Gene Furgason & Co., Representative

This picture reproduced on copper will be sent you on request.

FCC Denials of Intervention May Bring Court Proceedings

Attorneys Protest New Policy and Claim That Rehearings May Be Required in Many Cases

EVENTUAL court test of the new FCC procedure barring stations from participating in hearings on applications for new facilities unless the FCC is satisfied they can contribute substantially to the proceedings, is seen by virtue of action of that agency Oct. 10.

Sitting en banc the Commission, with two of its members absent, unanimously upheld the action of the Motions Docket on Oct 2 in denying intervention petitions filed by a number of stations which held their interests would be adversely affected if the applications in question were granted. In so doing, the Commission, with Brown and Case absent, upheld the contention of the Law Department, as reflected in the opinion of Commissioner Payne announced Oct. 2. This action had been indicated last month when the presiding commissioner at the Motions Docket reserved rulings on intervention petitions [BROADCASTING Oct. 1].

The adverse ruling on interventions brought a deluge of pleadings from attorneys representing stations seeking to intervene, on the ground that it was not in accord with the law or the FCC regulations. All these arguments, however, were rejected by the Commission in sustaining the Motions Docket actions.

Possible Legal Action

Several attorneys, it is understood, are considering possible legal action even at this stage, to enjoin the FCC from holding hearings on particular applications in which they are interested unless they are permitted to participate. It was considered more likely, however, that the majority of the stations would await decisions in the cases and then appeal to the courts, if aggrieved, claiming they were deprived of their rights to full and free hearings by the FCC.

The Motions Docket ruling, sustaining the contentions of FCC General Counsel William J. Dempsey and Assistant General Counsel William C. Koplovitz, came in the case of WDBO, Orlando, Fla., which has sought to intervene in the hearing of Hazelwood Inc. for a new 1,000-watt station in that city. WDBO, represented by George O. Sutton and Arthur H. Shroeder, also requested enlargement of the issues prescribed for the hearing beyond the question of pure technical interference so that economic issues might be included.

The Payne opinion sharply condemned past practices under which intervention was almost automatic, and stated that participation of parties other than the applicant in broadcast proceedings in many cases resulted in unnecessarily long delays and in expense to both the Commission and applicants. The opinion said that the major function served by interveners in many instances was to "impede the progress of the hearings, increase the size of the record, confuse the issues, and pile up costs to the applicant and to the Commission through the introduction of cumulative evidence, unnecessary cross-examination, dilatory motions, requests for oral argument, and other devices designed to prevent expeditious disposal of Commission business."

Attorneys, in commenting on the action, not only contested its legality but held that the new procedure might well increase rather than reduce litigation costs. By preventing stations having a definite economic or technical interest in new applications from appearing in the initial hearing, the FCC might find that it will be forced to authorize rehearings upon motions for reconsideration or as a result of court actions, thus further delaying the handling of such applications, it was pointed out.

It was readily admitted that some reforms might well be instituted in FCC hearing procedure as a means of expediting Commission action but that the extreme procedure adopted hardly accomplishes that purpose.

As enunciated in the WDBO case, the Commission held that the underlying purpose of the rule governing interventions is to limit participation to those persons who will be of assistance to the Commission in carrying out its statutory functions. It stated that WDBO failed to meet the requirement of the present rule. Insofar as WDBO requested permission to enlarge the issues at the hearing, the opinion said that the determination of what issues an applicant should be required to meet is a matter committed by Congress to the discretion of the Commission.

Others Protest

The Commission said that if the issues specified by it in a notice of hearing are in themselves a sufficient basis for denying an application if the applicant fails to sustain its burden of proof, no third party is harmed because the Commission does not also include in the hearing other and different issues, "even though conceivably it may be necessary at some later time for the Commission to designate the application for further hearing if the applicant meets its burden on the issues already specified."

In addition to the opposition to the Payne opinion cited on behalf of WDBO, a number of other stations, through their Washington counsel, contested the ruling as it applied to denials of their intervention applications. These included pleadings on behalf of the Clear Channel Group and NBC, which sought to intervene in the hearing on the application of WHDH, Boston, for fulltime operation on the 830 kc. clear channel assigned to KOA, Denver; Scripps-Howard Radio Inc., which sought to intervene in the application of Stuart Broadcasting Co. for a new regional station in Knoxville, Tenn., where Scripps-Howard operates WNOX; and WOAI, San Antonio, which protested the application of KMAC, that city, to change its frequency from 1370 to 930 kc. and increase its power from 250 watts day and 100 watts night, time-sharing, to 1,000 watts day and night unlimited time.

The WHDH issue, however, was disposed of when the FCC Oct. 10 postponed indefinitely the hearing on its application for full time on the 830 kc. clear channel. Mabel Walker Willebrandt, former Assistant Attorney General, had represented the station but the Commission was notified prior to the hearing that Andrew Haley, former FCC attorney, had been retained in the case and could not be prepared for the hearing as scheduled.

'Star Chamber' Charge

Louis G. Caldwell, counsel for the Clear Channel Group of 13 stations, filed three separate pleadings on their behalf protesting the intervention denial. Philip J. Hennessey Jr. filed two petitions and a motion to dismiss on behalf of NBC in the same case.

For Scripps-Howard, Paul M. Segal, its attorney, filed a petition to have the FCC review and reverse the denial of intervention in the Knoxville case. Mr. Caldwell, Reed T. Rollo and Percy H. Russell Jr. filed the petition for review and a request for oral argument in the San Antonio case.

Messrs. Sutton and Shroeder submitted a 15-page response to the Payne ruling in the Hazelwood case. In addition to challenging the action as "unjust, illegal, arbitrary and contrary to existing court decisions", the attorneys took exception to the "public condemnation of the practices which the Commission has created by its own rules and regulations, all of which acts and conditions were brought about with its knowledge, consent and approval." They added that while they sympathized with the Commission in its many problems, WDBO "is in no way guilty nor responsible for the acts and conditions therein set out."

They further held that under the ruling of Commissioner Payne, the Commission undertakes to determine whether the broadcasting service now available to the public in Orlando from WDBO "will be depreciated, jeopardized or destroyed by ex parte proceedings." The ruling, it was contended, might be construed as smacking of "star chamber proceedings" and defeat the argument with respect to saving of time and money if further hearings are to be held on the same application. It was contended that it is far less costly for a petitioner to intervene in a proceeding in its first stage than for the Commission to deny the petitioner intervention and then have the matter threshed out through legal proceedings.

Big Promotion Drive Arranged for *Pinocchio*

COMPLETE merchandising manual on the *Adventures of Pinocchio* has been issued by Radio Attractions, New York, containing over 50 pages of promotional material, including exploitation ideas and tie-ups, publicity features, advertising catchlines and novelty stunts.

The complete campaign is based on especially created *Pinocchio* characters drawn by Tony Sarg, noted artist and will be enlarged by licensed merchandise based on these drawings, to be issued shortly. Stations and sponsors will be sent weekly promotional bulletins containing an exchange of promotional ideas and activities as reported by other sponsors of the program throughout the country. *Pinocchio* was adapted, produced and directed by Edward Sloman.

LANDSLIDE FOR WNEW, HOOPER-HOLMES* SHOWS

More than twice the audience of any other New York non-network station! Look at the figures! . . .

WNEW NEW YORK

Quarter Hours of Listening	Percent of Total
WNEW	10.4
Station No. 2	4.8
Station No. 3	3.6
Station No. 4	2.5

*Survey on Request

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY—1000 WATTS BY NIGHT
1250 KILOCYCLES

WOW

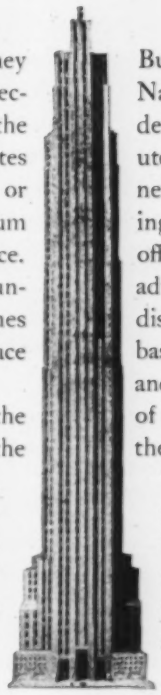
590 Kilocycles
John J. Gillin, Jr., Mgr.
★ On the NBC Red Net ★
OMAHA, NEBRASKA

From zero to 44 million in 20 years!

in two decades research in RCA Laboratories has played a big part in making radio set ownership exceed the figures for any other electrical device

People want radio sets more than they want anything else in the line of electrical equipment. This is proved by the fact that there are in the United States more radio sets than electric irons, or toasters, or washing machines, or vacuum cleaners, or any other electrical device. Even the 44 million radios in this country are not enough. Millions of homes want *more* radios, and want to replace old models with new.

RCA takes pride in the fact that the intense public interest in radio, and the ever-growing market for radio sets, both rest in no small degree on research in RCA Laboratories. From these studies there have come many of the important advances constantly made in set design and performance.



But RCA does more. Through the National Broadcasting Company it renders a fundamental service that contributes to the life-blood of the radio business... broadcasting. For interest in buying radio sets depends on a continuous offering of good programs, and constant advance in the art of broadcasting. NBC discovered or developed many of the basic principles of radio entertainment, and is responsible for a large proportion of the advances that have been made in the technical aspects of broadcasting.

This month RCA celebrates its twentieth anniversary, confident that it has rendered in two decades a pioneering service of the utmost importance to a great American industry as well as to the American public.

RADIO CORPORATION OF AMERICA

RADIO CITY, N. Y.

RCA Manufacturing Co., Inc. | RCA Laboratories | Radiomarine Corporation of America
R.C.A. Communications, Inc. | National Broadcasting Company | RCA Institutes, Inc.

FROM delicate diminuendo to crashing crescendo, the magnificence of the symphony depends on sound. And in the transmission of network programs the guardian of sound is the telephone engineer.

Special circuits have been developed by the Bell Telephone System to link the nation's radio stations. The most modern equipment in the hands of trained supervisors protects the quality of sound all the way.

Behind the scenes, Bell Telephone Laboratories are constantly at work to improve today's network transmission, and provide more nearly perfect service for tomorrow's needs.

Sound and Effect

THE SCRIPT read "sound of chair breaking over man's head" and Cliff Thorsness, CBS Hollywood sound effects man on the *Big Town* program, sponsored by Lever Bros. accidentally took it literally. As a result he was treated for a severe scalp laceration at Hollywood Receiving Hospital on Oct. 3, following the broadcast. During the program Thorsness took his cue and hurled the chair mightily against a wall to secure the sound effect desired by Edward G. Robinson, featured on the broadcast. Thorsness put so much force behind his swing that he slipped and fell against nails protruding from the shattered chair seat. Three stiches were taken in his scalp following the accident.

New Transmission Plan Employs Narrower Band

NEW WAVE transmission system, employing a restricted form of frequency modulation, has been developed by John A. Csepely, of New Haven, Conn., who claims his invention will not only improve the tone quality of radio reception, but also will make possible the operation of a greater number of transmitters in the regular broadcast band and increase the range of television transmission. The new transmission system, applicable to wire, cable and radio transmission, according to its inventor, is based upon the addition of a simple control circuit to the transmitter, with no changes of any sort required for receivers.

Through addition of the newly-devised circuit, which is bridged between microphone and oscillator, present standard broadcast transmitters may be converted into either a high-fidelity or a narrow band transmitter, Mr. Csepely declared. Frequency range is compressed during transmission and high-fidelity reproduction is obtained at the receiver, he explained. In demonstrations he reported he has tuned a receiver to WJZ, New York, received the signal, then rebroadcast it across the room via telephone wires, first routing the signal through the special circuit and compressing it from 3,000 cycles to 1,500 cycles, and received the signal, expanded to its original 3,000 cycles, on another set. Among advantages resulting from the new type of narrow-band transmission he lists diminished natural and man-made static, less selective fading, effective increase in transmitter power and high-fidelity transmission within a 10 kc. band.

Bunn With Wire Broadcasting

C. W. BUNN, formerly general sales manager of Electrical Research Products, New York, and a pioneer in the development of talking pictures with Warner Brothers, has been appointed general manager of Wire Broadcasting Corp. of America, New York. Mr. Bunn plans to extend the company's wired service to other cities and will supervise the activities of the present associated organizations — Teleprograms, Telemusic of New York, Muse-Art Corp. of Philadelphia, Television Music of Washington, D. C., Telemusic of New Jersey, Wire Broadcasting of New Jersey and of Pennsylvania.

New York F-M Station Is Proposed by Yankee; Says New Art Is Ready

HOLDING that frequency modulation has passed the experimental stage and is ready for everyday operation, Yankee Network, pioneer experimenter with the new "staticless" system of transmission and reception invented by Prof. Edward H. Armstrong, has applied to the FCC for authority to erect two more F-M transmitters—one in the New York metropolitan area and the other on Mt. Washington, N. H.

Yankee is now operating W1XOJ atop Mt. Asnebumskit, near Worcester, using 2,000 watts on 43 mc., and early next year will raise its power to 50,000 watts. A relay station, WEOD, carries F-M signals from Boston to the transmitter, 43 miles away, using 250 watts on 133.03 mc. Great success has been achieved with the system, leading to the conviction that it is ready to pass beyond the experimental stage.

The proposed New York station would operate with 50,000 watts on 43 mc., using a seven-bay turnstile on Prof. Armstrong's tower already erected for his W2XMN at Alpine, N. J. The Mt. Washington station would operate with 5,000 watts on 42.6 mc., and would utilize the experimental plant already installed there by Yankee under the direction of Paul A. deMars, Yankee chief engineer.

Insurance Program Suit

CLAIMS of the Knickerbocker Broadcasting Co., owner of WMCA, New York, that the programs broadcast by Donald Besdine and Morris H. Siegal, insurance advisers, were in the public policy and interest, were dismissed in the New York State Supreme Court Oct. 10 by Justice Peter Schmuk, who ruled that the programs were sponsored by the advisers and so were motivated by commercial interests. Station's claims were put forward as defenses in the $550,000 damage suit of Metropolitan Life Insurance Co. against the station and the two insurance advisers. Suit is concerned with 22 specific programs.

NORTHWESTERN YEAST Co., Chicago (Maca yeast), is using a varying schedule of participating announcements on approximately 20 stations. Hay MacFarland & Co., Chicago, handles the account.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

Serving Connecticut

Day In—Day Out

A rich, responsive market of 1,548,109 people in WDRC's primary listening area.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

Equipment

A WESTERN ELECTRIC transmitter, with RCA speech input, RCA microphones and a 155-foot Blaw-Knox tower have been ordered for the new WTSP, St. Petersburg, Fla., recently authorized for construction by the FCC. The new local, according to Fred Bugg, who will be manager, is expected to get under way by Nov. 25.

WARD, Brooklyn, has begun construction of a new 196-foot Truscon tower at its new transmitter site in the Newton Creek section of Greenpoint, Brooklyn, and is scheduled to start operation early in November. Plans call for a modern shunt-excited tower and underground transmission lines from the 500-watt Western Electric transmitter. The installation is under the supervision of Abe Haas, chief engineer.

RCA transmitter equipment and a 150-foot Wincharger tower are being installed for the new KWBD, Plainview, Tex., authorized for construction last July by the FCC. It will operate with 100 watts daytime on 1200 kc., and W. B. Dennis, owner and chief engineer, reports it will probably go on the air Dec. 15.

BLILEY ELECTRIC Co., Erie, Pa., has published its new catalog G-11, covering general communication frequency quartz crystals, holders and ovens for frequencies from 20 kc. to 30 mc. Amateur frequency products are not listed in the new publication.

HYTRONIC LABORATORIES, Salem, Mass., has announced a new filament type beam-power tetrode with instant heating filament, listed as HY69, for use in mobile and portable transmitters. The tube has a thoriated-tungsten filament designed for operation directly from a 6-volt storage battery, with a filament amperage of 1.5 and heating characteristics such that it will reach operating temperature before the motor generator has reached normal operating speed.

A NEW TYPE of furniture, designed by Thomas E. Smith and especially adapted for audience studios, has been announced by Swan Engineering Co., Newark. Built of a rust-resisting alloy tubing with an all-welded construction that eliminates squeaks, the chairs are light, weighing approximately 8¼ pounds; are fire resistant; 100 can be stacked in 10 square feet of floor space; covers of seat and back can be easily removed for cleaning.

WCSC, Charleston, S. C., expects to have its new 212-foot vertical radiator completed by Oct. 15. Construction, supervised by J. B. Fuqua, chief engineer, is being handled by Dawson Engineering Co.

WXYZ, Detroit, has purchased from RCA a 5-DX 5,000-watt transmitter.

Rules and Regulations Correction

IN THE volume *Rules and Regulations and Standards Applicable to Standard Broadcast Stations*, published by BROADCASTING, the following corrections should be made on Page 31: Under Section 3.34 (a), second column, fourth line of paragraph (a) should read "830, 850, 860, 870, 970, 980, 990, 1000, 1020." BROADCASTING regrets the misprint of the last two frequencies listed, which was due to an error in the original copy of the Government Printing Office. Copies of the second revised printing of the 72-page volume are still available from BROADCASTING at 60 cents each, or 50 cents each in quantities of two or more.

Where's Ellery?

WBBM, Chicago, was off the air for more than an hour Sunday night Oct. 8 when a water hose broke in the modulated stage of its transmitter, causing short circuits. Station went off at 7:50 p.m. when the solution to the *Ellery Queen* murder mystery was being given and more than 500 listeners phoned in for the crime's solution.

Plans for WEAF Site

NBC has tentatively set Nov. 1 as the date for ground-breaking ceremonies at Port Washington, L. I., for the new transmitter site of WEAF, New York outlet of the Red network, which will be moved from its present site at Bellmore, L. I. Permission for the move, which NBC believes will increase the station's coverage and efficiency, has been secured from the FCC and the land has been purchased, although no contracts for construction of the transmitter house and antenna have been let. The same transmitters now in use for WEAF will be installed at the new site, but a new antenna of more modern design will be erected. Raymond F. Guy, NBC radio facilities engineer, will be in charge of the installation.

AMERICAN Radio Relay League, West Hartford, Conn., has published a new 144-page manual, *The ARRL Antenna Book* [50c, postpaid], providing illustrated explanations of the theory and practice of all types of antennas used by amateurs.

A BAN on the use of auto radios, with an order that all now installed must be removed within 48 hours, has been issued by the Prefect of Police in Paris, presumably as a war measure.

WGN, Chicago, will soon publish its second edition of *Everyday Words*, a daily morning program devoted to proper speech and pronunciation. Helen Hardin, who conducts the series, is author of the new booklet.

WOR Seeks FM Site

WOR engineers are surveying the New York metropolitan area in search of the best site for the new 1,000-watt frequency modulation station recently authorized by the FCC. Station will operate on 43.3 mc. with the call letters W2XWI. J. R. Poppele, chief engineer of WOR, has inspected the experimental work with this new type of broadcasting at the General Electric laboratories in Schenectady and at W2XMN, Alpine, N. J., station erected by Major E. H. Armstrong, inventor of the system.

Call Letters Changed

CALL letters of WMFO, Decatur, Ala., recently sold by James D. Doss Jr. to a corporation headed by Clarence H. Calhoun, of Atlanta, and Ted R. Woodward [BROADCASTING, Sept. 15], have been changed to WMSL. The FCC also announced that WPIV, authorized for construction in Petersburg, Va., but not yet operating, has changed its call to WPID.

CKGB, Timmins, Ont., inaugurates its new 1 kw RCA transmitter and Lingo vertical radiator Oct. 20.

KDKA Takes Air Nov. 1 With New Transmitter

THE NEW transmitting plant of KDKA, Pittsburgh, built by Westinghouse, which owns the station, will be ready for operation about Nov. 1, according to S. D. Gregory, general manager. Only eight miles from downtown Pittsburgh, the transmitter will materially increase the signal strength of the station, Mr. Gregory asserted.

With equipment tests to start Oct. 16, the station plans to dedicate the transmitter in early November, during its 19th anniversary. A 718-foot Truscon antenna, located 1,400 feet from the transmitter, is more than half complete, being removed and reassembled from the present Saxonburg location.

A GROUP of local merchants, headed by Myer Wiesenthal, furniture dealer, has applied for a new 1,000-watt daytime station on 930 kc. in Steubenville, O.

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

CHNS
THE KEY STATION OF THE MARITIMES
Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.
or JOE WEED
350 Madison Ave.
New York

INSURED RECEPTION
McCLATCHY STATIONS
COVER INNER
CALIFORNIA
PAUL H. RAYMER COMPANY
NEW YORK
CHICAGO SAN FRANCISCO

History
"in the making"

investigate this new complete sound effects table for your dramatizations

The Gates Companies
Quincy, Ill., U.S.A.

First Code Act Brings NAB Discord

Father Coughlin Barred; Elliott Roosevelt Ignores Pact

(*Continued from Page 12*)

mend itself to any reasonable person. It does away with the justified criticism that public discussion has been weighted heavily on the side of those with large sums to buy time.

"Father Coughlin's sponsors apparently do not believe in fair play. They want a 'fair advantage' through the purchase of time. The Civil Liberties Union condemns such an attitude and commends the enforcement of the code in the interests of equal rights for all in the discussion of public issues."

At the NAB, it was stated that none of the commentators mentioned in the Patt telegram actually falls in the category of controversial speakers, insofar as their current commentaries are concerned. Only Elliott Roosevelt, it was indicated, indulges in expression of personal opinions, particularly on the subject of neutrality. In the case of Mr. Cameron, commentator during the *Ford Sunday Evening Hour* on CBS, it was pointed out that in his current series he is not espousing one viewpoint as opposed to another and that CBS has so devised its contract with the Ford Company that in the event he does indulge in controversial discussions, equal time will be allowed opposing viewpoints.

Committee Seeks Time

A new complication erupted Oct. 9 when the newly-formed Non-Partisan Committee for Peace Through Revision of the Neutrality Law petitioned the 44 stations carrying the Coughlin broadcasts to give it equal time on Oct. 15 immediately following Father Coughlin's address. Headed by William Allen White, noted publisher of the *Emporia Gazette*, as chairman, the Committee pointed out that unlike the Coughlin interests it has no funds to purchase telephone lines but it would send transcriptions of good quality to the stations. Mr. White said the request was made so that both sides of the question may be fully presented "in accordance with the spirit and ruling of the NAB Code". Such prominent figures as former Gov. Alf M. Landon of Kansas, Frank Knox, publisher of the *Chicago Daily News*, and Msgr. John A. Ryan of Catholic University, are listed as members of the Committee.

The request brought a deluge of inquiries to the NAB, since it asked for free time to answer Father Coughlin. The NAB response, it was stated, was that under the code provisions the right of rebuttal was apparent and the Committee appeared to be a qualified organization.

Code Group Discussions

The Code Committee sessions Oct. 2 and 3 in Washington were heated. While the issues before the Committee transcended Coughlin and covered similar bans on such speakers as J. F. Rutherford of Jehovah's Witnesses and Dr. Walton E. Cole, Unitarian Minister of Toledo, who has purchased time to answer Father Coughlin, the situation of the Detroit priest predominated. Technically, several attorneys held the view that under the strict terms of the code, it was possible to continue the Coughlin broadcasts for another year, or until all existing contracts expire. One attorney said it nevertheless would be morally wrong to do so under the interpretations of the Code Committee.

Shepard at Meeting

At the Oct. 3 session of the Code Committee, Mr. Shepard was present with his attorneys, former Commissioner E. O. Sykes and Paul D. P. Spearman. Mr. Spearman, it was reported, pointed out that if the terms of the code were enforced, it might have immediate official repercussions to the detriment of stations. For example, he pointed out, a citation by the NAB that a particular station had openly defied the code mandate, might lead to applications for that station's facilities and render it vulnerable.

The Code Committee did not perfect its compliance machinery, beyond that established by the NAB board, at its September meeting in Chicago. This procedure provides that rulings of the Committee can be appealed to the NAB board, which then will decide upon punitive action. There had been previous talk of expulsion from NAB membership but it is doubted now this course will be pursued.

Rev. Cole announced immediately after the NAB action that he intended to continue his transcribed addresses along non-controversial lines. He said he regarded the new ruling as eminently fair and added he had insisted from the beginning that America is entitled to hear both sides of controversial questions. He said he had never urged that Father Coughlin be silenced but recommended that he should be heard with speakers representing both sides of the many controversial issues he has raised.

Many Voice Support

Support of the code came to the NAB from many organizations and groups. The National Council of Catholic Men, through Executive Secretary Edward J. Heffron, hailed it as a "splendid platform of Democratic broadcasting". William Allen White said he could not see how any "honest, tolerant American citizen who wishes both sides presented can fail to support that code."

Paul B. West, president of the Association of National Advertisers, called it a significant and far-reaching step through which broadcasters "have acknowledged and fairly defined their social responsibilities and in broadest sense planned a wise course of action to meet those responsibilities." John Benson, president of the American Association of Advertising Agencies, cited it as "a fine extension of good stewardship".

Other associations which commended the code and its interpretation included the Federal Council of Churches of Christ in America, National Council of Women, General Federation of Women's Clubs, Boy Scouts of America, Union Theological Seminary, National Education Association, George V. Denny Jr., director of the *America's Town Meeting of the Air*, Lyman Bryson, director of the *People's Platform*, and W. Russell Bowie, director of Grace Church, New York City.

NAB buttressed action of its Code Committee by dispatching analyses of the code to members of Congress, national organizations and other groups. President Miller sent to all members of Congress a letter explaining the code's purposes and scope. Inviting comments and suggestions, he said he received nearly 100 responses, all commendatory. Code Committee Secretary Kirby sent to some 3,000 organizations copies of the code and advised them of its purpose and effect. Comments and suggestions likewise were solicited.

To the some 200 complainants who registered protests with the NAB against the Coughlin action, Mr. Kirby sent a letter advising them that their opinions apparently were based upon incomplete information. He pointed out the code did not deny the right of free speech to any man but did just the reverse. He emphasized that the code guarantees that listeners will hear both sides of all controversial issues.

Reactions in Congress

Despite the spadework done, it was apparent that the code operations are not thoroughly understood in Congress. Moreover, there were indications that Coughlin supporters in Congress would stir up a controversy over its provisions. It was learned that a number of inquiries had been made at the FCC by irate Congressmen who wanted to know why the "Government" had instituted such "censorship restrictions". FCC officials explained that the code was a voluntary industry proposition and that the Commission had nothing whatever to do with its drafting or enforcement.

In other Congressional quarters, the view apparently prevailed that the code would prevent candidates for public office from purchasing time. This view was expressed by at least two members of Congress who, however, were straightened out on it. As a result of this misunderstanding, President Miller undertook to inform members of Congress by letter of the purport of the code, with particular reference to the controversial issue phase.

Realizing that an educational job lies ahead, President Miller plans to set in motion a campaign in which radio itself will be used as the primary medium. Following up his address before the Civil Liberties Union in New York Oct 14, carried over an MBS network, he planned to use additional time on other major networks with the code as the theme. It was expected also that Chairman Bill of the Code Committee likewise would make one or more network addresses.

Thought also was given to a regular series of programs using the question-answer technique, in which particular code provisions would be amplified as they apply to particular groups or classifications. For example, the thought was that outstanding leaders in religion, politics, labor, women's activities and other sustantial groups could be interviewed in such a series as a means of conveying to a complete cross-section of the country the impartiality of the code provisions.

AFL Chief Lands Code

Another strong voice in support of the code was heard Oct. 6 over CBS when Matthew Woll, vice-president of the American Federation of Labor, at its convention in Cincinnati, described it as an important move "in defense of democracy by guaranteeing that radio will continue to provide an open forum for discussion of public issues." He said that the industry code guarantees that no one side shall monopolize the airwaves when a great public issue arises, but that all sides—majorities and minorities, rich and poor alike—shall have free access to the microphone to state their case.

"This is in the best tradition of democracy," Mr. Woll said, "and I think the broadcasting industry is to be congratulated for this sane and orderly procedure, which rules out domination either by force of numbers or by force of wealth. On that front, at least, power politics has been defeated."

MOVIES OVERRULED ON FREE TIME BID

REJECTION of a "free offer" of the Motion Picture Producers & Distributors of America Inc., commemorating the 50th anniversary of motion pictures, was advocated by the NAB Oct. 13. NAB reported a script had been offered stations which could be broadcast "free of charge", and which included several plugs for movie productions past, present and future.

NAB stated while the industry desires to render every cooperation to sister industries, it has advised Kenneth Clark of MPPDA that the scripts were unacceptable except on a paid basis, and invited his cooperation in helping members sell the program to local exhibitors.

Other free time seekers, the NAB reported, include the Missionary Servants of the Most Holy Trinity, which has since withdrawn its offer after being informed that the plan to sell books at $1 a copy was a violation of the code, and the National Dunking Assn., seeking to popularize this custom and sell more doughnuts and coffee.

"Cost-per-inquiry" propositions from Dietetic Research Laboratories for MVM Reducing Perles, and Interstate Advertising Agency for Sunlit Flower Fields, were judged as in violation of the NAB Code, and the principals so notified.

A GROUP of local merchants, headed by Myer Wiesenthal, furniture dealer, has applied for a new 1,000-watt daytime station on 930 kc. in Steubenville, O.

ASCAP Contests New Florida Law

Claims It Is Unconstitutional And Asks for Injunction

PURSUING its practice of combating State anti-trust laws, ASCAP has filed an attack upon the 1939 Florida statute, alleging unconstitutionality and requesting a preliminary injunction. Arguments will be heard Oct. 19 in Jacksonville before a special three-judge court.

The new attack is by a supplemental bill of complaint in the existing suit of Gene Buck, ASCAP president, against Florida's attorney general. The State will seek to compel ASCAP to file a separate suit.

Florida's new statute, supplanting one which had been held faulty, requires full disclosure of copyrights by the copyright owners through filing of catalogs with the State comptroller; sanctions blanket licensing and blanket fees provided each member of the copyright combination makes available to the user the right to use on a "per piece" basis at prices determined by the copyright owner and filed with the comptroller; prohibits blanket licenses which require payment on programs not using music coming under the license.

Like Newspaper License

The effect of the statute is to require what amounts to the old ASCAP license accorded stations owned by newspapers. It also imposes a 3% privilege tax for the right to do business in the State. The statute is similar to those in force in North Dakota and Kansas.

The special court to hear the ASCAP plea comprises Judges Long and Strum of the District Court and Judge Hutchison of the Circuit Court of Appeals. ASCAP's attorneys are Frank Wideman and Manley Caldwell. Appearing for the State are Assistant Attorney General Tyrus A. Norwood, Lucien Boggs, of Jacksonville, and Andrew W. Bennett, NAB counsel, acting as special assistant. E. C. Mills, ASCAP administrative committee chairman, and Louis D. Frohlich and Herman Finkelstein, ASCAP counsel, planned to participate in the hearing.

Spot Time Sales

EXPENDITURES for spot radio time on 14 New York City stations in July totaled $776,000 according to the first issue of National Radio Records, New York [BROADCASTING, Oct. 1]. Expenditures indicated include: retail, $167,771; general, $524,910; automotive, $48,092; financial, $35,227. The national total for the month, NRR reported, was $5,860,315, broken down to: retail, $2,925 (only one advertiser, Gallenkamp Stores Co., San Francisco, on 4 NBC-Pacific stations); general, $5,330,224; automotive, $495,581; financial, $31,585.

RICHARD MARVIN, vice-president of William Esty Co., flew from Hollywood to Nashville Oct. 12, to attend the following day's broadcast of WSM's *Grand Ole Opry*, first under the sponsorship of R. J. Reynolds Tobacco Co. for Prince Albert pipe tobacco.

FCC Claims Operator License Policy Remains Unchanged Under New Rules

DISCLAIMING any reported change of policy in allowing service qualifications for renewal of First Class Telephone Operator licenses, the FCC on Oct. 4 responded to a group of identical letters of protest received from several American Communications Assn. locals scattered over the country. Protests entered by the technician unions centered about the alleged refusal of the FCC to accept studio and control room duty, in lieu of regular transmitter duty, in satisfying the service requirement for renewal of license without re-examination.

Pointing out that the revised operators' rules have not altered the situation prevailing under the old rules, where a technician performing duties not requiring the employment of a licensed radio operator was not to be given credit for such service as a basis for renewal of license, the FCC in its answer declared that "in no case has the Commission knowingly accepted this service". As for "satisfactory service", that interpretation also is essentially the same in substance as under the old rules, the FCC letter continued.

Justifying the stand against allowing studio and control room service as well as actual transmitter duty, the letter stated: "Experience obtained as a result of broadcast station inspections has indicated in many cases operators assigned solely to studio control work for extended periods of time lack intricate knowledge of the operation of the transmitter.

"The station licensee is responsible for the proper operation of the station and it is felt that the selection of personnel should likewise be a responsibility assumed entirely by the employer. Whether or not a station licensee required licensed operators for studio work is a matter to be determined by each licensee. For the Commission to require licensed operators for all positions associated with the technical operation of broadcast stations would be impractical as well as unnecessary. Since the transmitter is always in charge of a properly licensed operator, it is the Commission's policy to permit the employment of unlicensed personnel in other parts of the broadcast station's system."

A similar query on the "satisfactory service" interpretation and service requirement also has been received from Samuel R. Rosenbaum, president of WFIL, Philadelphia, who pointed out in his letter that apparently disparity exists between the rules as promulgated and as interpreted by FCC field offices. Mr. Rosenbaum, "speaking for the majority of broadcast station owners", declared that while owners felt strongly about operators who may attempt gratis renewals upon alleged but fictitious service, to avoid "undue hardship both on employer and employe" the whole subject should be carefully reviewed with an eye to clearing up apparent discrepancies.

NAB Hits Critics Of Copy Standard

CRACKING back at the criticism of spokesmen at the convention of the Association of Food & Drug Officials in Hartford, last month, NAB announced Oct. 13 that radio advertising copy is more "strictly and thoroughly policed" than that of any other medium. Unlike any other medium, the NAB Bureau of Advertising stated, radio exerts "voluntary regulation of advertisers' claims".

The NAB statement was prompted by suggestions advanced at the conference [see page 18], urging more stringent regulation of claims made by food and drug radio advertisers and that they be subjected to the same scrutiny by Government officials as newspapers.

Declaring the statement unfair and not based on facts, NAB stated the Federal Trade Commission is furnished with scripts of all network commercials and reviews commercials in transcription spot programs. However, it said, all stations supply a full week's scripts at quarterly intervals, a practice which has been in force since 1934. The statement quoted from the annual report of the Trade Commission for the 1938 fiscal year, in which it stated that in general it had received helpful cooperation of nationwide and regional networks, transcription producers, and some 617 active commercial stations. It added it had observed an interested desire on the part of broadcasters and publishers "to aid in the elimination of false, misleading and deceptive advertising".

The NAB reply was sent to the food and drug officials in a letter to Edwin G. Wodoward, president of the association, as well as to the speakers who had criticized radio advertising.

Apply to Transfer WKRC

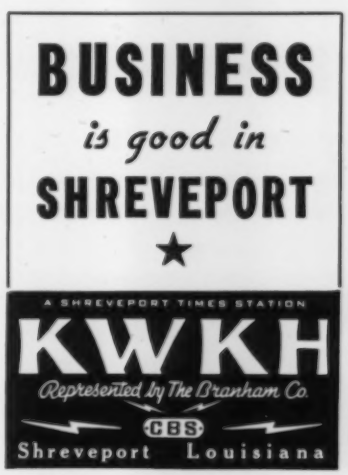
Formal application for assignment of WKRC, Cincinnati, from CBS to the *Cincinnati Times-Star* was announced Oct. 12 in conformity with the recently announced $320,000 purchase deal [BROADCASTING, Sept. 15]. Hulbert Taft, nephew of the late President and Chief Justice and cousin of Senator Robert Taft of Ohio, is listed as president of the Times-Star Co., and 10% stockholder. Listed as 40% stockholders each are Jane Taft Ingals and Louise Taft Semple. William T. Semple is vice-president of the company and C. H. Rembold, secretary-treasurer. The station on Sept. 24 relinquished its CBS affiliation in favor of WCKY and went on MBS though it will continue to be operated by CBS until transfer of ownership is authorized.

To Support Red Cross

ARRANGEMENTS are being completed by networks, independent stations and big radio advertisers to support the annual Red Cross Roll Call. Starting Nov. 11 with a full-hour *Red Cross Parade* on NBC-Red, CBS and MBS, 10:30-11:30 p.m. (EST), on which several well-known bands, theatre and radio stars will appear from both Hollywood and New York, the Roll Call drive will be supported from Nov. 12 to 25 by spot announcements and sketches on sponsored network programs. To about 250 independent stations the Red Cross will distribute, about Oct. 23, two quarter-hour recorded dramatic programs, each of which concludes with a short Roll Call appeal. Chapters are being notified to confer with local station managers on scheduling.

New CBS N. E. Rates

NEW rate card for CBS New England Network, effective Sept. 15, has been issued by Radio Sales, listing the one-time evening rate at $1,730, an increase from $1,625. Since the last rate card was issued, in November, 1938, the night power of WPRO, Providence, R. I., has been increased from 500 to 1,000 watts.



Emphasis on Experience
AS MORE STATIONS INSTALL
LEHIGH
VERTICAL RADIATORS
LEHIGH STRUCTURAL STEEL COMPANY
17 BATTERY PLACE, NEW YORK, N.Y.
Plant in Allentown, Pa. Offices in Principal Cities

"Facsimile
- THE NEXT MONEY-MAKER FOR BROADCASTERS" © 1939 F.T.L., Inc.

- Investigate the potential earning power of Finch Facsimile—the system that prints news of the world in the home—while it happens!
- New equipment now available reproduces 2, 4 or 5-column newspaper format at speeds up to 20 square inches per minute. Press matter, drawings, photos and complete advertisements are reproduced full-size in fine detail.
- Finch Facsimile can be used with radio, landlines and suitable cable circuits with equal facility. Operates from any source of power and is completely self-synchronizing under all service conditions.

Radio engineers and executives are invited to inspect Finch Facsimile Station W2XBF in operation daily at 1819 Broadway.

FINCH TELECOMMUNICATIONS, Inc.
BENDIX, N. J.
N. Y. Sales Office, 1819 Broadway
Circle 6-8080

Radio AND Education

THE FCC has assigned the call letters WNYE to the New York City Board of Education's non-commercial educational broadcasting station operating on 41100 kc. under the FCC rules of Jan. 27, 1938 [BROADCASTING, *1939 Yearbook*, page 370]. Formerly the station was known as WCNY, but the new call was allocated to avoid confusion with the municipal broadcasting station WNYC.

WLS, Chicago, has started two new educational programs under supervision of its director of education, Mrs. Harriet Hester. A quarter-hour Wednesday evening series features high-school choruses from various Chicago high schools. A second quarter-hour series features parent education and is given under auspices of the adult council of the WPA. Various schools who listen regularly to the *WLS School Time* are invited to see the broadcasts and participate in the singing.

WMAQ, Chicago, has started a half-hour Saturday morning studio program *High School Studio Party*. Students who can act, sing, tell stories, etc., are auditioned for the show and students from all of Chicago's high schools are eligible. No tickets are necessary for admission to the show and in addition to entertainment a part of the program is devoted to high school news. The program is given under auspices of the Chicago Radio Council, directed by Harold Kent.

DR. LEE DeFOREST, radio and wireless pioneer, has accepted membership on the board of consultants of CBS' *American School of the Air*, serving as advisor to the air school in scientific fields in general and radio technology in particular.

TREATING health, social security, foreign trade, labor welfare, and other problems of democratic government in units of five or six broadcasts each, the U. S. Office of Education has inaugurated a new plan of educational broadcasting on its *Democracy in Action* series, now heard Sundays at 2 p. m. (EST) on 107 CBS stations. The first groups of five programs, covering foreign trade, started Oct. 8. Laura Vitray, formerly Sunday editor of the *Washington Post* writes the *Democracy in Action* scripts.

COURSE in radio has been added to the curriculum of the State Teachers College, Trenton, N. J., for the 1939-40 season, under the direction of Robert B. Macdougall, a member of the radio committee of the National Council of Teachers in English.

KWSC, Washington State College station at Pullman, has increased its *School of the Air* broadcasts by five hours a week for the 1939-40 school season, now including in its schedule 16 separate programs designed for use in grade and high schools in Washington and neighboring states.

DEPARTMENTS of Education in New Mexico and Louisiana have officially adopted CBS' *American School of the Air* as part of the curriculum in State schools, thus making a total of six States which have included the CBS series in classroom programs.

THE HISTORY of democracy and its ideals is again being dramatized for children and adults on the weekly educational feature, *Ideas That Came True*, which returned to NBC-Blue on Oct. 5 for the 1939-40 season, with Dr. Rollo G. Reynolds, principal of Horace Mann School, New York, again acting as narrator.

Boston's Television Girl

WINNER among more than 400 contestants in the competition held recently by WBZ-WBZA and RCA in Boston to find Boston's Own Television Girl, Eleanor Aycock numbered among her honors official receptions by Gov. Saltonstall of Massachusetts and Mayor Tobin, a coast-to-coast presentation to radio listeners on NBC-Blue, an airplane trip to New York where, as a guest of the NBC television department, she had a role in an actual television program, and a tour of the New York World's Fair as the guest of Dr. John S. Young, radio and television director of the Fair. Here Miss Aycock is shown during her visit to NBC's Radio City television studios, participating in the program with Glenn Riggs, NBC television announcer. The Boston contest was held in conjunction with a one-week visual broadcast demonstration in the music center of the Jordan Marsh Department Store.

AT THE REQUEST of local school authorities and various Parent-Teacher Associations, KECA, Los Angeles, has resumed its five-weekly quarter-hour *School Edition of the News*, featuring Pat Bishop, commentator. All news is edited carefully in the interest of school children. Vice and crime news, as well as other items which do not measure up to the standard set by the Los Angeles Board of Education is eliminated. Nothing but news of a current historical nature is broadcast.

BAYLOR U, Waco, Tex., on Oct. 4 started a weekly half-hour series on Texas State Network, originating from Waco Hall on the campus through WACO, Waco. The series, featuring college symphony, choral and dramatic groups, was arranged by Forrest W. Clough, TSN educational director.

A "Must" Book for Station Management

Rules & Regulations
and
Standards
Applicable to Standard Broadcast Stations

★ PROMULGATED BY FCC, EFFECTIVE AUGUST 1, 1939
★ 72 PAGES
★ 60¢ PER COPY
★ 50¢ EACH, TWO OR MORE COPIES

BROADCASTING Publications, Inc.
870 National Press Bldg. Washington, D. C.

Please send me your new 72-page volume, RULES & REGULATIONS AND STANDARDS APPLICABLE TO STANDARD BROADCAST STATIONS. Payment is enclosed.

☐ Send me single copy @ 60c.
☐ Send me_____copies @ 50c each.

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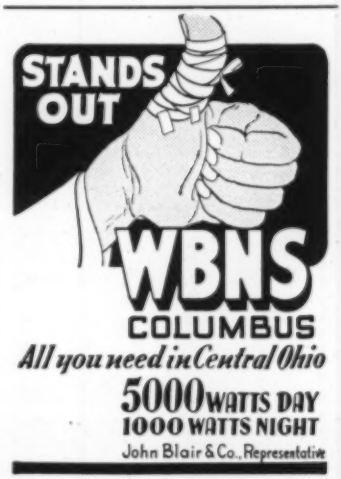

ON THE opening broadcast Oct. 5 of *America's Town Meeting of the Air* on NBC, George V. Denny, Jr., president of Town Hall, and moderator of the program, announced details of the $1,000 essay contest, winners to be announced soon after the contest's closing date on Dec. 4. First prize of $500 will be awarded the best essay not exceeding 1,000 words in length on the subject "What Does American Democracy Mean to Me?" Second prize is $200 and third $100. Twenty additional prizes of $10 each will be awarded. The winning essay, selected by a committee of prominent Americans, will be printed in *Current History* and the *Town Meeting Bulletin*, and the writer will be invited to appear on a *Town Meeting* broadcast.

WNYC, New York's municipal station, on Oct. 9 started the fall schedule of daily broadcasts by New York City public schools under the auspices of the Board of Education. Two hundred broadcasts on the elementary, academic and vocational high school levels have been arranged and will be presented by the pupils under the direction of faculty members. All programs originate from the ultra-high frequency station WNYE of the Board of Education, to be heard also on WNYC, and are scheduled Mondays through Fridays, at 10:15 a. m., 11:15 a. m., 1:45 p. m. and 3 p. m. A radio committee headed by Regina Burke, associate Superintendent of Schools, will evaluate the education aspects of the programs with a view to making radio programs a regular phase of the school's curriculum.

FURTHER use of radio as an educational medium will be demonstrated late in October when Harvard's Graduate School of Education and Peabody College for Teachers, Nashville, Tenn., will cooperate in producing *This Living World* programs, the Friday series of CBS *American School of the Air*. First of the broadcasts to be arranged throughout New England cities by the Harvard School and CBS will be Oct. 27 in Civic Auditorium, Springfield, Mass., while later broadcasts from Nashville high school auditoriums will be arranged by Peabody College.

NEW ENGLAND Women's Press Assn. on Oct. 18 will start its fall broadcasting activities on WORL, Boston, with a special program during which certificates of merit, given on behalf of the National Federation of Press Women, will be awarded to WORL and Mrs. Maude W. Linscott, conductor of the weekly *Women in Review* program on the station. Mrs. Linscott won the award "for the best creative radio broadcast produced by a woman for the State of Massachusetts", while the station's award is "for foresight and cooperation in sponsoring this outstanding woman's program."

TOTAL of 100,000 letters of approval from listeners throughout the country has been received by producers of the CBS program *What Price America*, heard 25 times since its debut in January. The program, produced in cooperation with the U. S. Department of Interior, dramatizes America's struggle to restore and preserve her natural resources.

UNIVERSITY of Chicago *Round Table* celebrated its seventh network anniversary Oct. 7. The discussion series featuring prominent educators and public figures is aired on 68 NBC-Red stations in 38 stations to an estimated audience of three million.

INDIANA State Teachers College has started its sixth consecutive year of educational broadcasting on WBOW, Terre Haute, with five individual series of programs announced by Dr. Clarence M. Morgan, radio director.

ARIZONA U on Sept. 29 inaugurated a new series of regular university radio productions, originating in the campus studio and carried alternately by KTAR-KVOA and KTUC-KOY.

PITTSBURGHERS got a demonstration of visual broadcasting the week of Oct. 1 through the cooperative efforts of KDKA and the local Spear's store. Operating on a schedule of four performances daily, two in the afternoon and two in the evening, the exhibition telecasts were dedicated opening day by Mayor C. D. Scully, of Pittsburgh, and later presented interviews with local and visiting celebrities, along with entertainment by KDKA staff artists, handled by Ed Schaughency, KDKA announcer. Technical installation was supervised by J. C. Baudino, KDKA plant manager, and operation was supervised by Engineer T. C. Kenney. Spear's store publicized the demonstration with announcements on all five Pittsburgh stations and full-page ads in local newspapers, and both the store's and KDKA's merchandising staffs got behind the project. One of the chief eye-catchers employed was the KDKA special events car, a midget Bantam, shown above carrying (l to r) Nathaniel Spear, president of Spear's; Mayor Scully; Miss Pennsylvania (Ruth Willock), and Miss America (Patricia Donnelly). The car was used to carry artists, staff members and technical experts through Pittsburgh streets daily on their way from the studio to the store for the visual demonstrations.

Television News Notes

RCA-Farnsworth Pact

A CROSS-LICENSING agreement has been entered into by RCA and Farnsworth Television & Radio Corp. whereby each party acquires the right to use the other's inventions in television and other fields, according to an announcement made jointly on Oct. 2. RCA gets a non-exclusive license for television receivers and transmitters and other radio and sound recording and reproducing apparatus under Farnsworth patents. Farnsworth Corp. receives a standard non-exclusive license under RCA patents for broadcast and television receivers and electric phonographs and also other non-exclusive licenses for television and broadcast transmitters and for other fields. Neither company acquired any right to issue sub-licenses to third parties under the other's patents.

* * *

Book by Lohr

LENOX R. LOHR, president of NBC, has written a book on television broadcasting which will be published early this winter by McGraw-Hill. Volume, which has not yet been titled, will cover visual broadcasting from all angles, engineering, program production, economics, etc., in non-technical language.

* * *

To Give Lectures

THELMA PRESCOTT, who resigned recently from the NBC television production division, has been signed by NBC Artists service department to give lectures on "Behind the Scenes in Television" at women's clubs, drama schools and universities throughout the East.

Cincinnati Demonstration

WLW, Cincinnati, conducted the first public television demonstration in the city recently when it arranged for installation of technical equipment, installed and manned by RCA, in a local department store. With iconoscopes on the fourth floor of the store, connected by coaxial cable with receivers on the ninth, the station furnished entertainment by studio talent during the six-day showing as well as arranging for talent from local night clubs and interviews with members of the Cincinnati Reds ball team. Peter Grant and Charles Woods, WLW announcers, were m.c.'s.

* * *

Indians See

UTE INDIANS of the Uintah and White River tribes of Eastern Utah recently performed ancient tribal dances and ceremonies for the television audience during a demonstration using the RCA portable equipment conducted by KDYL at the Paris Co. Department Store in Salt Lake City. After representatives of the two Ute tribes had performed the ancient "Bear Dance" and "Turkey Dance", the 89-year-old chief of the Uintahs described in Ute sign language the coming of the whites to Utah.

* * *

REVISION of NBC's television schedule will drop Tuesday afternoon and evening programs and start each week off on Wednesday, but will add Saturday evening and Sunday afternoon telecasts to the schedule instead. Arrangements have been made to televise boxing matches in Brooklyn, 9 to 11 Saturday nights and home games of the Brooklyn Dodgers, pro football team, 2:30-4:30 Sunday afternoons.

All About Television

TO TELL the radio listener something about television, NBC has started a new series, *Television Backstage*, broadcast each Friday, 1-1:15 p.m., on the Red network. Each week Announcer George Hicks, aided by "Bobby", a 10-year old boy, interviews one of NBC's television executives about this new kind of broadcasting. A. H. Morton, vice-president in charge of television, was the first speaker. Among others listed were O. B. Hanson, vice-president and chief engineer; C. W. Farrier, television coordinator; Thomas Hutchinson, manager of television programs; James McNaughton, designer of television sets, and others.

* * *

Don Lee Industrial Film

MARKING what is believed to be the first time industrial motion pictures have been shown in western television, the Don Lee Broadcasting System, Los Angeles, on Sept. 23 televised over W6XAO a General Motors produced educational film. The video-sound show was fed to 600 teleceivers in Southern California through W6XAO. Subjects included safe automobile operation; development of the diesel engine and sequences showing General Motors shops, methods and materials.

* * *

Television Test by Movies

HOW television may be used to advertise motion pictures is being tested by Columbia Pictures Corp., which is preparing special trailers for its feature pictures for televising on W2XBS, NBC's video station in New York. In exchange for the plug, the picture company also supplys NBC with two short features for televising. Deal was arranged by Arthur Hungerford of NBC's television staff. Televised trailer for *Golden Boy* was presented prior to the film's New York opening and the one for *Mr. Smith Goes to Washington* will be telecast the day before this film is first shown in New York.

* * *

Television and Airlines

IN COOPERATION with the Air Transport Assn., organization of 16 of the largest airlines and 20 major manufacturers of aviation equipment, NBC on Oct. 21 will start a series of one-hour televised programs designed to promote air travel. Plane models in the studio and movies will be used and noted figures in the industry will be interviewed. Erwin, Wasey & Co., New York, agency for the Assn., will assist NBC in the preparation and presentation of the series.

CBS Television Deferred

ALTHOUGH several months have passed since the date originally scheduled by CBS for the inauguration of its experimental broadcasts, the installation of its video transmitter in New York's Chrysler Tower is still incomplete and the network's television executives are unwilling to make any surmises as to when they will finally get on the air with sight as well as sound programs. Meanwhile, plans for production of visual entertainment are progressing at full speed, it was stated, so that when the technical problems have all been solved the network will be ready immediately to start presenting a varied schedule of visual entertainment.

Studio Notes

WCKY officially became a Cincinnati station Oct. 10 with approval by the FCC of removal of its main studios from Covington, Ky. to the Gibson Hotel in Cincinnati. All executive offices and main studios are being removed to the Gibson, in which branch offices heretofore have been housed.

KTSA, San Antonio, transferrd its news bureau and equipment to the Municipal Auditorium during the local National Home Show, Sept. 30-Oct. 8, where night news programs were prepared and broadcast on regular schedule. The complete news bureau setup, including a UP teletype, was placed in the orchestra pit of the auditorium, where Charles C. Shaw, KTSA news editor, prepared and read the programs and answered questions of visitors. Jack Mitchell, KTSA production manager, acted as master of ceremonies for the entire Show, introducing stage shows and conducting a quiz program concerning the exhibits. Bee Morin, staff organist, also played organ programs nightly. KTSA broadcast the Home Show program, in addition to the news, from the auditorium each night.

NEWS BUREAU of KVOO, Tulsa, is supplementing its war news service by furnishing 15 local business firms with news bulletins to be displayed on windows and bulletin boards. On days when developments occur at high speed, as many as eight sets of bulletins have been sent out.

WNOX, Knoxville, during the annual Tennessee Valley Agricultural and Industrial Fair conducted open air performances of several popular local programs, including two performances of the daily *Midday Merry-Go-Round* variety show and musical and man-on-street features.

America's Finest
All that is best in Southern California revolves around The Town House . . . establishes it as "America's Finest Hotel." Yet tariff is in keeping with today's economical trend . . . Home of the Famous Zebra Room.
Under the Same Management as
The Gotham NEW YORK CITY
The Drake CHICAGO
The Blackstone CHICAGO
The Evanshire EVANSTON, ILL.
A. S. Kirkeby, Managing Director
The Town House
Wilshire Boulevard
LOS ANGELES

SHIFTS in the production and technical departments of KSL, Salt Lake City, have led to new staff designations by Earl J. Glade, manager, and Ivor Sharp, director of station operations. The new staff lineup follows: Gene Pack, technical director; Willice E. Groves, chief engineer; Glenn C. Shaw, production manager and chief announcer; Farley Baer, assistant production manager; Irma F. Bitner, educational director; Earl J. Glade Jr., news director; Harry Clarke and Francis Urry, production. Thomas H. Axelson heads a new department of public events, sports and promotional activities, with Wayne F. Richards as assistant.

WSM, Nashville, has all its news programs sponsored since the end of daylight time, amounting to six quarter-hours a day. Sponsors are Pinex Co., Manhattan Soap Co., Vick Chemical Co., Faultless Starch Co., Peter Paul Inc., and Bristol-Myers Co.

CBS has arranged six Monday evening concerts from the Curtis Institute of Music, Philadelphia, in addition to the usual afternoon series starting Oct. 16 for the 11th season. Five CBS programs each are planned from New England Conservatory of Music, Boston, and Ohio State, Columbus, as part of the network's 1939-40 musical broadcasts, which will also include the sixth year of concerts from Cincinnati's Conservatory of Music.

WGN, Chicago, has started a serial dramatization of *The Guilty Bystanders*, the novel of Rupert Hughes. Featured on the Friday night quarter-hour series is Caroline Fisher, central figure in a story that concerns court witnesses whose reputations are injured by legal innuendo.

MORE THAN 200 employes of NBC-Chicago attended the fall outing held recently at the local Lincolnshire Country Club. Ken Carpenter, NBC-Blue sales chief, was low man at golf. Page Charlie Whipple won the tennis singles and Johnny Wehrheim, of general office, won the ping pong trophy.

SINCE the transmitters of WEAF and WJZ, New York, were opened at 6:30 a. m., on weekdays a year ago, the sales department of the two stations reports the period between 7:30-8 a. m. completely sold to commercial sponsors. On WJZ, sponsors are Pinex Co., Commercial Solvents Co., Vick Chemical Co., Peter Paul Inc., and Standard Oil of New Jersey. On WEAF, sponsors are Commercial Solvents Co., Vick Chemical Co., Peter Paul Inc., and RCA Mfg. Co.

KGKO, Fort Worth, cooperated with WSM and WLAC, Nashville, in carrying the three Dixie Series baseball games between the Fort Worth Cats and Nashville Vols, played in Nashville recently. Herman Gizzard, of WLAC, and Harold Hough, KGKO general manager handled the play-by-play descriptions and commentary, with WSM engineers handling the pickup, carried to Fort Worth via phone wires. The first game was sponsored by Worth Credit Clothiers, Fort Worth, and the other two by T-P Oil Co. of Texas.

WRC-WMAL, Washington, on Oct. 1 held the official opening of NBC's "House of the Future" near Washington. Designed as an example of the future American dwelling, groundbreaking ceremonies for the structure were held last May, and WRC-WMAL listeners have been kept advised on construction progress through special programs and announcements. Mary Mason, director of the *WRC Home Forum*, who was hostess at the official opening, has broadcast her daily programs periodically from the house as it was being constructed.

KIT, Yakima, Wash., for the ninth consecutive year, broadcast a series of daily programs direct from its glass enclosed studio in the Horticultural building of the Central Washington Fair, Sept. 28-Oct. 1. In addition KIT had a roving reporter on the grounds and also broadcast the evening grandstand pickups, with Hugh Barrett Dobbs as master-of-ceremonies.

Another NBC

FOLLOWING the publicity barrage in Cincinnati telling of WCKY's joining CBS and the WLW-WSAI "exclusive NBC" tieup, radio and agency men rubbed their eyes recently when a fleet of trucks appeared on the streets bearing signs with big red letters, "WCKY—NBC". The trucks, it was learned on further observation, were owned by National Biscuit Co., which is advertising NBC doughnuts on WCKY with the transcribed *Buck Rogers* serial.

TWO Green Bay Packer football stars and a sporting goods store are sponsoring the new *Football, Facts and Forecasts* on WTAQ, Green Bay, Wis., with Al Michel giving facts about stars facing the Packers, immediately before the regular Packer game broadcasts, for Wadhams Oil Co., also sponsoring the games on WTMJ, and then forecasting results of other pro and collegiate games. The program, aired every Sunday afternoon at 1:45 p. m., is sponsored by Arnold Herber, Packer halfback and proprietor of DePere Clothing Store; Charles Goldenberg, Packer guard, and manager of the Auto Acceptance & Loan Corp., and Gordon Bent Sporting Goods Store.

WDGY, Minneapolis, recently broadcast the premiere of the new *WDGY Barn Dance*, playing before a studio audience of about 1,000. The new series features the Happy Hollow Boys, the Williams Sisters, Ernie Trapp, Thorstein Skarning and his orchestra, and Afhild Queber, with Ralph Wayne as m.c.

REDESIGNED to give farmers themselves a wider opportunity to talk about their problems, *Everybody's Farm Hour* on WLW, Cincinnati, has been expanded from a weekly feature to a six-weekly series. In addition to talks by and with farmers and farm representatives and agencies, the series features the music by Josef Cherniavsky and his orchestra. The feature is heard daily except Sunday on WLW, 12:30-1:15 p. m. (EST).

WTAR, Norfolk, carried three special programs in connection with the opening of the new toll-free entrance into the city via a new bridge at Magnolia, Va., including coverage of tape-cutting ceremonies at mid-bridge, interviews with visiting Virginia and North Carolina mayors and other notables, and a descripiton of the parade held during the bridge-opening celebration.

(U.P.)
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

WGN, Chicago, has reopened its main audience studio which was recently redecorated and announces that audience shows will be presented six days weekly. Audience shows include *Musico, Pageant of Melody, Guilty Bystanders, Romance in Rhythm, Concert Revue, Your Sunday Date, The Guilty Bystanders.*

WHEN FANS expressed a desire for the broadcast, Fred A. Palmer, manager of KOY, Phoenix, sent Lou Kroeck, sports commentator to San Diego, paid for a 500-mile direct line to that city, and broadcast the Arizona State-San Diego State gridiron game direct from the California city, as a sustainer.

CHICAGO World War Veterans were entertained Oct. 12 by the cast of the *WLS National Barn Dance* during a special performance at Edward Hines Hospital. Al Boyd produced the show and Jack Holden was m.c.

DR. EDWARD HOWARD GRIGGS, conductor of the *Lives of Great Men* series on NBC-Red last season, is presenting a new series of weekly programs *The Torch of Progress* on NBC-Red, during which he will tour from coast to coast giving lecture-broadcasts on the cultural advance of civilization from primitive times to the present.

KNX, Hollywood, celebrated its 15th anniversary Oct. 14. Highlights in the growth and achievements of KNX since its start in 1924 were featured on the *Saturday Morning Party* program, which was written by Paul Pierce, continuity editor, and presented under supervision of Fox Case, CBS Pacific Coast public relations director. KNX was acquired by CBS on Dec. 29, 1936.

TIME SALES for the quarter ended Sept. 30 for WQXR, New York, were 56.8% ahead of those for the same period last year, according to Robert M. Scholle, WQXR sales manager. Sponsors now using WQXR include Gambarelli & Davitto wines, Glyco-Thymoline, Martinson's coffee, Stromberg-Carlson radios, Venida products, White Rock Mineral Springs Co., J. B. Williams Co., Ford Motor Co., Conti Shampoo, Devonsheer Melba Toast, Hotel Seymour, Garrard Record Changer, National Council of the Protestant Episcopal Church, New York Society for Ethical Culture, World Book Encyclopedia, Douglas L. Elliman Corp.

WCAU, Philadelphia, has added 13½ hours to its weekly operating schedule, raising total operating time from 124 to 137½ hours. The station formerly opened at 7 a. m. and closed at 1 a. m. Under the new schedule, from Monday through Saturday, WCAU opens at 5:55 a. m. and closes at 2 a. m.

TWENTY-SEVEN dramas from Sophocles' *Antigone*, first produced in 441 B. C., are to be presented during the third consecutive season of *Great Plays*, the weekly program which returns to NBC on Oct. 15. The series hsa been arranged by Blevins Davis in association with Lewis H. Titterton, head of the NBC script division, and William S. Rainey, manager of the production department.

WHEN NBC starts its Saturday night symphonic program featuring Arturo Toscanini, there will be no Chicago outlet for the series. WENR, NBC's Blue outlet in Chicago is off the air on Saturday nights and WCFL, Chicago Federation of Labor station which carries a number of NBC-Blue sustainers, cannot carry the series because of prior commitments.

KMO, Tacoma, Wash., built a special display-studio at the recent Tacoma Home Products Exposition and broadcast daily programs, promoting hometown products. The exhibit included recording and play-back apparatus, for visitors entertainment. Special booklets were prepared on the radio industry and handed out to visitors. Jerry Geeham, KMO announcer, also handled the exposition public address work.

COWBOY TRIO, *The Rough Riders*, who started their radio career three years ago on WKY, Oklahoma City, have signed a contract with Republic Pictures and are in Hollywood working on their first motion picture. The trio will shuttle between Hollywood and Oklahoma City to maintain both their picture and radio commitments. When not available in person, their programs for Cain's Coffee, present sponsor on WKY, will be presented via transcription.

WHO, Des Moines, on Sept. 30 started the ninth season of *Iowa Barn Dance Frolic* with a grand opening performance in the Shrine Auditorium before 3,000 persons. The 105-minute broadcast is sponsored this season by Mantle Lamp Co., Chicago, Murphy Feed Products Co., Burlington, Wis., Flex-o-Glass Mfg. Co., Chicago, and Red Brand fence. Production, supervised by Harold Fair, WHO program director, is handled by Stan Widney, assisted by Dick Anderson, Ernie Sanders, Max Robinson, Jack Kerrigan, and Bobby Griffin.

WHAT it believes is a model policy of devotional programs has been inaugurated by KOY, Phoenix, with a daily morning *Family Prayer* period handled by a staff member, which various religious groups of Phoenix and the Salt River Valley conduct in rotation and a Sunday evening *Vespers* program. The participating church's choir furnishes the Sunday evening music and its pastor delivers a five-minute sermonette. Without cost, remote lines are also put into a different Phoenix church each Sunday and the entire morning service service is broadcast.

POPULAR Saturday evening program on WIND, Gary, Ind., is *Montparnasse Forum* which features prominent Chicago personalities in discussions of topics of the day. Another WIND feature which returned to the air recently is *Chicago Sunday Evening Club*, a 45-minute lecture series by prominent clerics and laymen.

WBAL, Baltimore, during the week of Oct. 9 broadcast the regular early evening *Esso News Reporter* five-minute spot from the stage of the Hippodrome Theatre. The program was handled exactly as in the studio and was announced by Paul Girard and Tom Dane.

WESTERN ELECTRIC commercial department recently entertained colleagues in the Bell Telephone System at the annual outing and golf party at the Knoll Country Club, Boonton, N. J. Approximately 175 persons participated in softball games, horse shoe, badminton and golf competition, and prizes were awarded winners at the concluding banquet in the club house.

WRC, Washington, has installed a microphone in the U. S. Weather Bureau to bring morning forecasts direct from headquarters. The Bureau has increased its forecasts to four a day instead of two.

KSTP, St. Paul, was recognized officially as a medium of public information recently when a U. S. District Court in Minneapolis gave legal recognition to an address of Linus W. Glotzbach, state WPA administrator, on the station and the Minnesota Radio Network July 3. The government contended the KSTP address was sufficient information and notice to WPA workers as to what conditions of employment would maintain under the new relief act. Attorneys for the defense opposed introduction of the radio address as evidence, but Judge M. M. Joyce upheld the government.

THE FIRST portable isolation booth to be used as a standard adjunct for a radio serial on the Pacific Coast has been constructed under supervision of William Robson, CBS Hollywood producer. It is employed each week on the CBS *Big Town* program, sponsored by Lever Bros. The use of a microphone in the booth emphasizes distant noises such as telephone calls, off-stage voices and street sounds.

THEY gave a surprise party recently for Bob Kelley, football commentator of WGAR, Cleveland. Hosts were members of the Cleveland Rams pro football team, in which the WGAR-WJR interests have an ownership stake. Kelly describes Rams games for General Mills, whose Wheaties provided the culinary diversion at the party.

Back from the Wars

BRINGING back tales of blackouts and war bustle, Ed McBride and Don Sullivan, singing cowboys featured on Radio Normandie for the last nine months, have returned to their home in South Stirling, N. J., after their contract had been cancelled because of war in Europe. Polishing off their final program on the European station Sept. 1, the crooning pair, after some difficulty in getting tickets, managed to secure accommodations on the *Manhattan* and lost no time in hurrying back to the United States, where they are now telling neighbors of the overnight thinning of the population of the French town, Caudebec, where they visited, as France declared war and townspeople enlisted, of trainloads of dead and wounded, and the lengthening of rail schedules to permit rerouting to avoid the war zone. Their European engagement was handled by Jesse L. Kaufman Inc., New York.

TECHNICIANS and announcers of KGFJ, Los Angeles, have affiliated themselves with Broadcast Local 15, American Communications Association. Negotiations have been started by the association with Ben S. McGlashan, owner and operator of the station, for a contract covering its members. Other ACA stations in Los Angeles are KRKD, KFVD and KFAC, with members also in KMTR and KMPC.

FOLLOWING the change of frequency of KECA, Los Angeles, from 1430 kc. to 780 kc., the station's local business for the month of August increased 400% over the average of the preceding six months, according to Ken R. Dyke, director of national sales promotion for NBC. KECA is the Blue network outlet in Los Angeles.

WCKY, Cincinnati, is planning to revive the *Doodlesockers* program, formerly conducted on both WCKY and WLW by Sidney Ten Eyck, who recently rejoined the WCKY announcing staff after several years at WSMK, Dayton. A new musical unit probably will assist Ten Eyck in the program.

PACIFIC Broadcasting System, Tacoma, comprising 16 stations in Washington and Oregon, and affiliated with the Mutual-Don Lee network, on Sept. 26 observed its second anniversary with a series of special broadcasts. Executives of the network, at a recent meeting called to discuss State copyright legislation and action of the NAB at its Chicago meeting, passed a ban on all songs tending to "promote war fever". They also pledged themselves to promote more "cheerful" and variety programs, sponsored and sustaining. Carl E. Haymond, head of KMO, Tacoma, is president, Thayer Ridgway general manager.

WKY, Oklahoma City, ran a direct wire from its studios to Evanston, Ill., when Oklahoma U triumphed over Northwestern U Oct. 7. CBS also broadcast the game with Ted Husing at the microphone.

WMAZ, Macon, Ga., has instructed its newscaster, Holt Gewinner, to save every piece of copy mentioning Senators, Representatives, the Governor and other Georgia officials in order that officeholders may know exactly what has been said about them on the station. Copies of the items are mailed out each week with a notation of the date and time of broadcast.

WCSC, Charleston, S. C., carried its longest remote Sept. 30 when it sent Phil Sutterfield and Edward McGinley to Athens, Ga., for a play-by-play description of the Georgia-Citadel football game. The 250-mile pickup was the longest remote in WCSC's nine years of operation.

KMPC, Beverly Hills, Cal., has installed a six-piece all-girl staff orchestra, directed by Peggy Gilbert.

KMBC, Kansas City, opened the third season of its Saturday night variety show, *Brush Creek Follies*, Oct. 7 in the local Ivanhoe Temple. The show, featuring 30 studio entertainers, played to capacity audiences last year at first-run theatre prices. Changed format for the current weekly series includes eliminating amateur contest in favor of an audience participation feature. Due to tight Saturday night schedules, KMBC records two half-hour shows from the stage and airs the program from 10 to 11 p. m. Felix Adams Jr., program director, and Jimmie McConnell, artist bureau director, produce and manage the show.

KDYL, Salt Lake City, during the two weeks ending Oct. 1 broadcast 162 remote control features, including the opening of the state fair, the "Galena Days" celebration at Bingham, Utah, KDYL's television demonstration, and fall practice sessions of Utah U's football team.

WCCO, Minneapolis, entertained more than 100 Minnesota mayors and their wives at a cocktail party on Northwest Day, Oct. 5, during the Minneapolis Century Celebration. During the centennial week, Oct. 1-7, WCCO carried broadcasts several times daily from the Minneapolis Auditorium, exhibit nucleus, along with interviews with prominent citizens, old residents, and visitors.

LONE STAR CHAIN, new Texas regional network, handled its first sponsored football game Oct. 7 when Humble Oil & Refining Co., Houston, sponsored the broadcast of the Rice-Centenary game direct from Houston. Stations comprising the network are KGKO, Fort Worth; KTSA, San Antonio; KGNC, Amarillo; KRIS, Corpus Christi; KXYZ, Houston, and KRGV, Weslaco.

WBZ-WBZA, Boston-Springfield, are carrying a regular schedule of special programs for the army recruiting office to assist in the Army enlistment drive. Arranged by John A. Holman, New England NBC manager, who is a captain in the Signal Corps Reserve, the programs consist of interviews with officers, army band units and descriptions of enlistment requirements and army life and departments.

Missouri-Illinois Hookup Is Formed

KWK, St. Louis, Originating Point for New Group

FORMATION of the Missouri-Illinois Broadcasting System, comprising four stations, was announced Oct. 9 by Robert T. Convey, president of KWK, St. Louis, and head of the new operation.

With KWK as the originating point of all programs, the hookup will include KWOS, Jefferson City, Mo.; WJBL, Decatur, Ill., and WTAX, Springfield, Ill. Operation began Oct. 9 with a liberal schedule of diversified programs, to be fed regularly to the stations.

Formation of the hookup grew out of experience gained by KWK in feeding its Hyde Park Brewery sponsored sports programs to KWOS last year, along with certain sustaining offerings. Mr. Convey said that both local and national advertisers exhibited interest in the two-station hookup with the result that the Illinois stations eventually were added to form the new network.

Chicago Competition

Mr. Convey said that in the territory covered by the hookup, there is a rich integrated commercial area, which, although competently serviced by stations within the communities, can be much better served through a combination of stations and a participation in the regional system. He explained that Chicago and St. Louis wholesalers compete vigorously for Springfield and Decatur markets and that intensive coverage of these two areas was not available heretofore.

Ten KWK sustaining programs are fed to the three stations regularly under the initial program schedule. Sports reviews sponsored by Hyde Park Brewery will be fed to all the stations daily while Alpen Brau beer's daily musical program will be fed KWOS.

Mr. Convey declared the new network will enable the advertiser interested in these regional markets to obtain comprehensive coverage economically both from the standpoint of talent and time cost and merchandising production. He estimated that primary radio homes reached by the network will exceed 6,000,000.

Dr. Fahrney Test

DR. PETER FAHRNEY & SONS Co., Chicago (proprietary), on Oct. 9 started *The Sunbeam*, thrice-weekly quarter-hour live program on WHO, Des Moines. The firm is using the series as a fall test and would not disclose when the program might be expanded to other stations. The program features the dramatic yarns of Bill Granger, a small-town newspaper editor who tells human interest stories. His wife, Martha, is in charge of the woman's page and presents recipes and household hints on the program. Cramer-Krasselt Co., Milwaukee, handles the account.

Swift Canadian Spots

SWIFT CANADIAN Co., Toronto (Pard dog food) starts a half-hour Sunday transcription, *Fu Manchu*, Nov. 5, on CFRB, Toronto, and following weeks on CHNS, Halifax; CJRC, Winnipeg; CJOR, Vancouver. J. Walter Thompson Co., Toronto, placed the account.

Tribute to Geo. Dealey

TEXAS and the nation paid tribute Oct. 11 to George Bannerman Dealey, publisher of the *Dallas News* and operator of WFAA, at a banquet in the Buccaneer Hotel, Galveston, on the occasion of the 65th anniversary of his entry into Texas newspaper work. Notables from all over the country attended, and speeches were made by Lenox R. Lohr, NBC president; Amon G. Carter, owner of WBAP and KGKO, Fort Worth, and publisher of the *Fort Worth Star-Telegram*; Walter M. Dear, president of the American Newspaper Publishers Assn.; former Gov. W. P. Hobby, publisher of the *Houston Post*, and others. Sharing honors with Mr. Dealey at the banquet were his wife, whom he met when she accompanied her father to Galveston in 1882 with a delegation of the Missouri Press Assn.

RE-ENACTMENT of the CBS *Americans at Work* program dealing with the baking industry will be witnessed Oct. 16 by 5,000 of the bakers attending the American Bakers Assn. convention, in New York.

WISE, Asheville, N. C., To NBC, Opens Oct. 20

THE new WISE, Asheville, N. C., local, will join NBC as its 177th outlet on Oct. 20, the day it dedicates its new facilities. The station will be available as a bonus outlet at no additional cost to advertisers using WFBC, Greenville, S. C., which is supplementary to both NBC Red and Blue. Harold H. Thoms, publisher of the *Asheville Daily News*, is licensee of the station which will operate fulltime on 1370 kc. with 100 watts. The station has installed a Gates transmitter. It is understood that Mr. Thoms, who will actively manage the station, plans to dispose of his ownership of the *Daily News* and devote full time to broadcasting.

Studios and offices of WISE are located in the Langren Hotel. In addition to the Gates transmitter, the station has purchased a Gates five-channel console and Presto heavy duty turntables with lateral pickups. Station personnel includes Bernard Macy, program director; John Kegell, continuity director; Kenneth Beechboard, production manager; Baxter Barkley, local commercial manager; William Hinn, assistant local commercial manager; Ralph Kiibler, chief engineer; Durham Ipock and James Sims, engineers, and Miss Clara Lathrop, hostess. Mr. Thoms said the station will have available Transradio and INS news.

Mennen's Promotion

MENNEN Co., Newark, has set up extensive promotional campaigns tying in the druggists with the company's *Quixie-Doodle* broadcasts on MBS east of the Rockies and Bob Garred's news broadcasts on the West Coast. Special window streamers, newspaper ads and other promotional material have been prepared and Mennen salesmen have been supplied with presentation books which give the retailers a complete picture of the radio programs and their direct activities on the retailers' behalf. Merchandising campaign was produced by F. S. Dieterich, merchandising manager of the Mennen Co.

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CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per work. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Station manager wanted. Position open for energetic manager local station—Southwest. Interested in one who is employed managing a small station successfully in a comparatively small city but who might like to change for a position offering percentage of profits. Box A554, BROADCASTING.

Salesman—a man with a good background; 30-40 years of age; for full time NBC Red Station in western market. Drawing account and commission. Arrangement offers opportunity for real earnings. Give complete information. Box A542, BROADCASTING.

Salesman—Opportunity right man local station midwest city of 100,000. Must be able sell large accounts. Tell all first letter. Box A552, BROADCASTING.

Situations Wanted

Sports Announcer—Radio play-by-play all sports; sports commentary, recordings. Box A549, BROADCASTING.

Experienced Staff Organist - Pianist - Program Director desires change of location. Box A551, BROADCASTING.

Sales Manager: Regional, local station. Experienced. Capable. Exceptional record. Worth investigating. Box A540, BROADCASTING.

Combined services available or technician only. Wife; steno, continuity, microphone. Ages 26. One year experience. Box A539, BROADCASTING.

As Station Manager or Program Director: 10 years radio experience, both national and local fields. Highest references. Box A543, BROADCASTING.

Instructor-Announcer—Teach voice, speech, radio arts, commercial announcing, programming, dramatics. References. Box A548, BROADCASTING.

News - sports - special events announcer seeks better opportunity. Ten years experience—local and network. Go anywhere. Box A545, BROADCASTING.

Experienced Announcer desires position with small station. Can write continuity and develop program ideas. Salary secondary. Available immediately. Box A547, BROADCASTING.

Situations Wanted (Con'd.)

Producer - Script Writer—network experience, formerly associated with Nation's largest independent station—now available for staff or assignment work. Scripts and transcriptions upon request. Box A550, BROADCASTING.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A544, BROADCASTING.

Good Salesman or Sales Manager desires change location. Ten years experience network and independent stations. Start reasonable and prove worth. Go anywhere. Box A546, BROADCASTING.

Idea Man, radio station or agency. Writer-producer, considerable sales and sales management experience. Excellent long standing national contacts in radio and advertising circles. Go anywhere. Reasonable salary and percentage. Box A553, BROADCASTING.

Commercial Manager seeks change. Now with well known network station where efforts in past few years have accounted for growth and increases in revenue that have gained national recognition. This man is a substantial citizen with a fine background of experience and training that qualifies him for the toughest radio job in the country. He is young, energetic, thoroughly reliable and not possessed of any false ideas concerning his own place in the scheme of things. He has made scores of friends in the national field and knows the local sales and service problems. He is interested only in a permanent connection with a good station prepared to reward sound production. Starting salary around $7,000, with future strictly on a make good basis. Box A538, BROADCASTING.

Expert News Man—Seven years newspaper experience. News editing and writing a specialty. Can give station local news coverage, publicity, handle special events, promotion. Age 26, married. Box A555, BROADCASTING.

For Sale—Equipment

Western Electric 304-A transmitter 500/1000 watts. Good condition with two complete sets tubes less crystal oscillator. $2000.00 f.o.b. W-F-B-R, Baltimore, Maryland.

Basic Standards for News Programs Discussed by Women's Radio Group

SUGGESTIONS that the Women's National Radio Committee prepare a set of criteria and distribute them to the women of America for use in evaluating war news and commentaries heard on the air, and that the WNRC prepare a demonstration news program or series to show how they believe war news should be handled by the broadcasters, were advanced at a luncheon meeting of writers and civic organization leaders held Oct. 11 under WNRC auspices at the St. Regis Hotel, New York.

The conference was called to "consider ways in which the standards of news broadcasts may be improved," according to a resolution passed by a recent board meeting of the committee which stated that the committee "is fully cognizant of the fact that the broadcasting companies have undertaken with great earnestness the serious responsibility confronting them in the challenge of the world situation" but that it has also received many protests against "hysterical and ill-considered broadcasts of news." Resolution was read by Mme. Yolanda Mero-Irion, chairman of the WNRC.

Power of the Voice

Opening the discussion, Mrs. Marion Miller, member-at-large of the Committee, said the organization, which through its affiliated women's groups represents millions of American women, had been troubled over the treatment of world news on the air, particularly by the overly dramatic presentations of some small independent stations, adding that this was not true of the networks.

"Perhaps the news being broadcast was merely an unconfirmed rumor," she said, "and if you listened closely enough you would hear that stated, but whereas in reading a printed report you have an opportunity to study it as a whole, with all of its implications, in listening to the radio this is much more difficult, as the emphasis of the announcers' voice can completely change the meaning."

This point was also emphasized by Will Irwin, author of "Propaganda and News", who said that frequently during the crisis he would listen to some appalling news on the air and the next morning on reading the same news in almost exactly the same words in the paper he would discover that it was not so appalling after all and that his reaction had been due entirely to the emotional appeal of the voice he had heard. Stating that a thing of this nature cannot be regulated by law, he said the job must be done by the radio industry itself, by setting up trade customs that would require all news to be read in a plain, matter of fact voice, and played down rather than up.

Raymond Moley, editor of *Newsweek*, praised radio for its decision to eliminate sponsorship of controversial subjects and to present all such discussions fairly and impartially on sustaining time, but he criticized severely the "over editorializing of even the best commentators" who, he charged, are giving the public opinions in place of news. "'The way to get what you want," he told his audience, "is to scare the radio companies into giving it to you, for like all big companies they are awfully timid."

This point of view was emphatically contradicted by Josephine Schain, chairman of the National Committee on Cause & Cure of War, who said that telling the broadcasters "You've got to do this" would do no good as long as most people like sensational things. Stating that her group had had many more complaints about the movies than about radio, and adding that the press was not entirely innocent either, she described the problem as essentially one of education of the public to higher standards.

What the Public Wants

Asserting that "if nice young men get so enthusiastic over the merits of soap powders we have a right to expect them to become even more excited over some real news," Mrs. Lena Madesin Phillips, president of the International Federation of Business & Professional Women, said that "we can't expect to prevent the broadcasting of a battle from the front lines, if that becomes possible, merely by telling the broadcasters to be good boys, as long as the rank and file want that kind of news." She urged, however, that civic groups throughout the country be organized to protest against the sort of broadcasting that is producing a growth of intolerance, especially among the youth of the nation.

After several speakers had disagreed with Mr. Moley's wholesale condemnation of commentators, Mrs. D. Leigh Colvin, State president of the Women's Christian Temperance Union, suggested that the broadcasters be asked to label news and commentary programs so that each is unmistakably identified as either news or opinion. "I like to hear the commentators," she said, "but I also like to know who the speaker is and who his sponsor is."

Agreeing that most of us need some interpretation of the news, Mrs. Sidonie Gruenberg, executive director of the Child Study Assn., said she felt it would be unfair to ask such a commercial medium as radio to cancel sponsored newscasts and commentators but that "we can ask that the broadcasters keep control of the news."

Mrs. Phillips asked the Committee to draw up a set of points on which a commentator might be judged, a "yardstick" which a listener could use in evaluating what she hears on the air. This suggestion was enthusiastically accepted by the meeting, as was that of Mrs. Miller that the WNRC prepare and, if possible, present on the air, a demonstration broadcast that would show both the radio industry and the public how the women of America want to have news handled over the radio.

Seeks Improvement

Asked why no broadcasters were present, Mrs. Miller said they had not been invited because some of the criticism might have been construed as an indictment of radio and that this was not at all the Committee's intention. She praised the networks for handling a dangerous situation very well, but said WNRC wanted to improve the present status of news broadcasting. A meeting of the WNRC would be called in the near future, she said, to present the thoughts of the conference and to work out plans for putting them into effect.

Pepsi-Cola Adds

PEPSI-COLA Co., Long Island City, N. Y., which recently started 15-second spot announcements weekly on five New York stations, on Oct. 9 joined the list of advertisers sponsoring *Uncle Don's* Monday through Saturday programs on WOR, Newark. Regular commercials are made each night for the drink Pepsi-Cola and on Fridays Uncle Don conducts a "dominant night" for the company during which he teaches his listeners the words of the Pepsi-Cola theme song. Newell-Emmett Co. of New York is the agency.

MOVIE ENGINEERS TO DISCUSS VIDEO

TALKS by a number of radio and television engineers will be featured at the fall convention of the Society of Motion Picture Engineers, Oct. 16-19 at the Hotel Pennsylvania, New York. A special demonstration of television will be held Oct. 16 in the RCA exhibit at the New York World's Fair, under the direction of J. Almonte, director of the exhibit. After the television program, delegates will witness a demonstration of two-channel recording and reproduction with steel tape, followed by a demonstration of the "Voder" in the AT&T Bldg.

Speakers from the field of radio and their topics at the general session of the convention on Oct. 16 include: G. L. Dimmick, RCA Mfg. Co., "Optical Control of Wave-Shape and Amplitude Characteristics in Variable-Density Recording;" P. C. Goldmark and P. S. Hendricks, CBS, "Synthetic Reverberation for Motion Picture Studios," with demonstrations.

On Oct. 18 R. L. Campbell, Allen B. DuMont Laboratories, will speak on "Television Control Equipment for Film Transmission." R. O. Drew and E. W. Kellogg, RCA Mfg. Co., will discuss "Starting Characteristics of Speech Sound."

A report on the status of television was to be given by A. N. Goldsmith, chairman of the SMPE Television Committee.

LUCIUS BEEBE, New York man-about-town, raconteur and play reviewer, will review the new Broadway dramas this season at 11:30 of the evenings they open over MBS.

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ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 30 TO OCTOBER 13, INCLUSIVE

Decisions . . .

SEPTEMBER 30

MISCELLANEOUS — WRR, Dallas, extended trans. license on temporary basis pending renewal applic.

OCTOBER 2

NEW, Hazlewood Inc., Orlando, Fla.—Petition to intervene and enlarge issues denied WDBO, Orlando.

MISCELLANEOUS — WMBQ, WWRL, WCNW, New (Lillian Kiefer) and NEW (Paul J. Gollhofer), Brooklyn—Commission extended effective date Provision 3 of order of 12-3-38 30 days from 10-2-39, the provision cancelling mod. license of WWRL authorizing it to use time previously utilized by WMBQ and orders extending effective date to 10-2-39.

OCTOBER 3

MISCELLANEOUS — NEW, Enrique Abarca Sanfeliz, San Juan, P. R., granted reopening hearing No. 5298 and 4610; KTSA, San Antonio, denied petition intervene and enlarge issues KMAC applic., dismissed motion to fix same hearing date and consolidate KMAC and KABC cases, and dismissed petition intervene and enlarge issues KABC applic.; WOAI, San Antonio, denied amendment notice of hearing or enlarge issues KMAC applic., denied petition intervene KMAC and KABC, dismissed petition amend notice of hearing or enlarge issues in KABC applic.; KWK, St. Louis, denied intervention KABC applic.; WGBF, Evansville, Ind., same; WDBO, Orlando, Fla., denied intervention and enlargement issues re applic. Hazlewood Inc.; WNOX, Knoxville, denied intervention etc. WROL applic.; KWFT, Wichita Falls, Tex., same; WABC, New York, denied intervention WHDH, Boston, applic.; KABC, San Antonio, granted petition dismiss applic. without prejudice; KOA, Denver, denied intervention WHDH hearing; KMPC, Beverly Hills, mod. decision and dismissed petition of Leland M. Woods; NEW, Mayflower Bcstg. Corp., Boston, hearing continued to 11-9-39, with WAAB applic. license renewal; NEW, Lakeland Bcstg. Co., Willmar, Minn., reopened amended applic. new station 680 kc 250 w D; WJBW, New Orleans, cancelled hearing on renewal applic. and granted renewal; KFIO, Spokane, set for further hearing applic. 1 kw 950 kc; WINN, Louisville, granted mod. CP studio, trans. sites, new radiator; WDSM, Superior, Wis., granted mod. CP extend completion; WTSP, St. Petersburg, Fla., granted mod. CP trans., radiator; WFVA, Fredericksburg, Va., granted license 1260 kc 250 w D; WJPR, Greenville, Mass.., granted mod. CP studio, trans. sites, radiator; NEW, Seaboard Bcstg. Corp., Savannah, set for argument 9-29-39, but continued because of appeal of Arthur Lucal decided by court and now set for hearing 10-12-39; NEW, Colonial Bcstrs., Savannah, same.

NEW, Cordele Dispatch Pub. Co., Cordele, Ga.—Granted CP 1500 kc 100-250 w unl.

NEW, Fort Meyers Bcstg. Co., Fort Meyers, Fla.—Granted CP 1210 kc 100-250 w unl.

KBTM, Jonesboro, Ark.—Granted CP new equip., increase to 100-250 w unl.

WGNY, Newburg, N. Y.—Granted vol. assign. license to Courier Pub. Corp.

KSAL, Salina, Kan.—Granted vol. assign. CP to KSAL Inc.

KABR, Aberdeen, S. D.—Granted transfer control to H. C. Jewett Jr.

WBTH, Williamson, W. Va.—Granted CP increase to 250 w unl.

WTMC, Ocala, Fla.—Granted vol. assign. license to Ocala Bcstg. Co.

WOLS, Florence, S. C.—Granted CP increase to 250 w unl.

KFDA, Amarillo, Tex.—Granted CP increase to 250 w unl.

WMSD, Muscle Shoals City, Ala.—Granted CP increase to 250 w unl.

KSAN, San Francisco—Same.

KORE, Eugene, Ore.—Same.

KFPW, Fort Smith, Ark.—Granted CP move trans., new equip., change to 1370 kc 250 w unl.

KFRC, San Francisco—Granted CP increase N to 5 kw.

WCHV, Charlottesville, Va. — Granted transfer control to Mrs. Marcia Arrington.

WPRP, Ponce, P. R.—Granted mod. license to 250 w unl.

KHQ, Spokane—Granted mod. license N to 5 kw.

Modification licenses N to 250 w granted WBNY, Buffalo, N. Y.; WHBC, Canton, Ohio; WFOY, St. Augustine, Fla.; WROL, Knoxville, Tenn.; KONO, San Antonio, Tex.; KFJB, Marshalltown, Ia.; WOC, Davenport, Ia.; KOVC, Valley City, N. D.; KYSM, Mankato, Minn.; KLBM, La Grande, Ore.; KGKB, Tyler, Tex.; KPLT, Paris, Tex.; WCBS, Springfield, Ill.; KCRJ, Jerome, Ariz.

NEW, Civic Bcstg. Corp., Syracuse, N. Y.—Granted CP 1500 kc 100 w unl.

KMPC, Beverly Hills, Cal.—Decision of 1-16-39 modified to grant renewal of license.

OCTOBER 6

MISCELLANEOUS—NEW, Dr. Willard Carver, Thomas B. Williams, Byrne Ross, Lawton, Okla., granted motion dismiss without prejudice applic. 1420 kc 100 w unl.; NEW, Richard T. Sampson, Riverside, Cal., granted order take depositions; Clear Channel Group, referred to full Commission petition intervene applic. WHDH, Boston, increase power etc.; KOA, Denver, referred to full Commission motion dismiss WHDH applic.; WMEX, Boston, denied petition intervene WHDH applic.; WFLA, Tampa, WSUN, St. Petersburg, Fla., denied petition intervene WROL applic. change freq., increase power.

OCTOBER 9

WHDH, Boston—Hearing postponed to 10-18-39.

OCTOBER 10

WENY, Elmira, N. Y.—Granted mod. CP increase N to 250 w.

WCKY, Cincinnati—Granted mod. license move studio to Gibson Hotel, Cincinnati.

WCOL, Columbus—Granted CP change to 1200 kc increase to 250 w unl.

WALR, Zanesville, O.—Granted mod. CP increase to 250 w unl. etc.

WOKO, Albany—Granted extension facsimile.

WJHL, Johnson City, Tenn.—Granted voluntary assignment license to WJHL Inc.

WGRC, New Albany, Ind.—Granted mod. license change D to 250 w unl.

KPAB, Laredo, Tex.; KOCA, Kilgore, Tex.; WEDC, Chicago; KWJB, Globe, Ariz.; KOOS, Marshfield, Ore.; WKBB, Dubuque, Ia.; WBRK, Pittsfield, Mass.; KWNO, Winona, Minn.; WLNH, Laconia, N. H.; KTSW, Emporia, Kan.; KVNU, Logan, Utah—Granted increase in power to 250 w unl.

WAAB, Boston—Granted mod. license aux. transmitter to 1 kw N & D.

KDKA, Pittsburgh—Granted mod. CP new equip.

KDRO, Sedalia, Mo.—Granted license new station 1500 kc 100-250 w unl.

WRUL, Boston—Granted license move trans.

WGKV, Charleston, W. Va.—Granted license new station 1500 kc 100 w unl.

WJMS, Ironwood, Mich.—Granted license increase to 250 w unl.

W9XC, Mitchellville, Ia.—Granted license developmental station conditionally 1 kw.

WDSM, Superior, Wis.—Granted license new station 1200 kc 100 w unl.

WKST, New Castle, Pa.—Granted mod. CP change equip.

WSAV, Savannah—Same.

KVIC, Victoria, Tex.—Granted mod. CP studio, trans. site, new equip., radiator.

WISE, Asheville, N. C.—Granted mod. CP new equip., change name to Harold H. Thoms.

KFEL, Denver—Granted license change equip., radiator, increase to 1 kw unl.

KVOD, Denver—Granted license change trans., directional antenna, change to 630 kc 1 kw unl.

SET FOR HEARING—NEW, Stephenson, Edge & Korsmeyer, Jacksonville, Ill., CP 1370 kc 250 w unl.

MISCELLANEOUS — WMEX, Boston, minute entry adopted re CP applic.: "Secretary of Commission is directed to reissue said CP, date of commencement of construction to be advanced 60 days from date hereof and completion date to 180 days thereafter"; NEW, Silver Crest Theatres, Yuma, Ariz., denied petition and amended petition to reconsider etc. re applic. Yuma Bcstg. Co.; WNBX, Springfield, Vt., granted without hearing applic. move to Keen, N. H., directional, on 1260 kc 1 kw unl.; NEW, Summit Radio Corp., Akron, set for reargument 10-26-39 CP 1530 kc 1 kw unl.; WEBQ, Harrisburg, Ill., set for oral argument 10-26-39 mod. license to 1310 kc unl., which was denied 7-27-39.

OCTOBER 11

MISCELLANEOUS — W M C, Memphis, granted extension 5 kw N; WAAB, Boston, and NEW, Mayflower Bcstg. Corp., Boston, denied petitions and ordered hearing in Boston 11-8-39; WHDH, Boston, postponed indefinitely hearing on applic. 830 kc 5 kw unl.; WDBO, Orlando, Fla. Commission unanimously upheld action taken by Com. Payne denying petition to intervene in applic. Hazelwood Inc., for new station in Orlando.

OCTOBER 13

MISCELLANEOUS — WGRC, New Albany, Ind., granted motion dismiss application without prejudice, denied continuance argument; WTAR, Norfolk, Va., granted extension temp. auth. 5 kw N directional; KLCN, Blytheville, Ark., granted continuance renewal hearing to 11-27-39; WROL, Knoxville, granted continuance hearing on applic. change freq., increase power for at least 30 days; NEW, Hazlewood Inc., Orlando, Fla., granted amendment applic. to reduce from 1 kw to 500 w N, hearing cancelled.

Proposed Decisions . . .

OCTOBER 3

WSUI, Iowa City—Granted increase to 1-5 kw unl.

NEW, Nebraska Bcstg. Corp., Fremont, Neb.—Granted CP 1370 kc 100-250 w unl.

Applications . . .

SEPTEMBER 30

WCSH, Portland, Me.—CP directional, increase to 5 kw N & D.

WWVA, Wheeling—CP new trans., directional, change to 1140 kc 50 kw unl.

WLBJ, Bowling Green, Ky., mod. CP new station re antenna, studio, trans., and increase to 250 w N & D.

NEW, P. K. Ewing, Kosciusko, Miss.—CP 1500 kc 100-250 w unl.

NEW, Post Search Light Co., Bainbridge, Ga.—CP 1500 kc 100-250 w unl.

KVOO, Tulsa—CP new trans., directional, increase to 50 kw unl.

WMFR, High Point, N. C.—Mod. CP change equip., asking increase to 250 w.

KATE, Albert Lea, Minn.—Mod. license to 250 w N & D.

KHSL, Chico, Cal., CP new trans., increase to 500 w 1 kw LS.

KSUN, Lowell, Ariz.—Mod. license to 250 w N & D.

KIRO, Seattle—Mod. license to 710 kc 1 kw unl.

OCTOBER 4

WBRC, Birmingham—CP directional antenna, increase to 5 kw N & D, move trans.

WJRD, Tuscaloosa, Ala.—Mod. license to 250 w unl.

A DUAL-CHANNEL console control was built by RCA for the New York Fair to provide two types of musical programs at once. Broadcasts may be received and re-routed through the special dual console simultaneously.

WHUB, Cookeville, Tenn.—Mod. CP new station, requesting new trans., antenna, studio sites, amended to 250 w N & D.

KXL, Portland, Ore.—Mod. license to 250 w N & D.

OCTOBER 6

WPRP, Ponce, P. R.—CP new trans., antenna, change to 1480 kc 5 kw unl., amended to 1 kw 5 kw D.

WHOM, Jersey City—CP new trans., increase to 250 w 1 kw LS, change antenna.

NEW, Lawrence J. Heller, Washington—CP 1310 kc 250 w unl., with 50 w. synchronous amplifier.

WRUW, Boston—License change trans. site.

Wayne U. Bcstg. Guild, Detroit—Auth. transfer programs to CKLW.

KTBC, Austin, Tex.—Vol. assign. license to State Capital Bcstg. Assn. Inc.

WCNC, Elizabeth City, N. C.—Mod. license to 250 w N & D.

WGRC, New Albany, Ind.—Mod. license to 250 w unl.

KOVO, Provo, Utah—License new station.

KARM, Fresno, Cal.—CP change trans., increase to 250 w.

KYOS, Merced, Cal.—CP new trans., change antenna, freq., change to 1390 kc 500 w 1 kw LS unl., contingent KOY shift to new freq.

OCTOBER 9

NEW, McNary & Chambers, Bethesda, Md.—CP high-freq. station 100 w.

NEW, Portland Bcstg. System, Portland, Me.—CP high-freq. 1 kw.

NEW, Harold Thomas, Bridgeport, Conn.—CP 1310 kc 100-250 w unl., amended to 1420 kc 250 w unl.

WILM, Wilmington, Del.—CP increase to 250 w.

NEW, Valley Bcstg. Co., Steubenville, O.—CP 930 kc 1 kw D.

WAZL, Hazleton, Pa.—CP increase to 250 w.

WKBN, Youngstown—CP directional N, increase to 1 kw N & D, unl., Simul-WOSU N.

WCAR, Pontiac, Mich.—Mod. CP re antenna, trans.

KRBC, Abilene, Tex.—CP new trans., antenna, change to 940 kc 1 kw.

WBIG, Greensboro, N. C.—License new trans., antenna, increase power.

KOAM, Pittsburg, Kan.—Mod. license re hours.

WHBU, Anderson, Ind.—Auth. transfer control to Roy E. Blossom and Leo M. Kennett.

KRKD, Los Angeles—Mod. license to 1-2½ kw.

KFSG, Los Angeles—Same.

NEW, Marysville—Yuba City Bcstrs., Marysville, Cal.—CP 1420 kc 100 w unl.

NEW, Echo Park Evan. Assn., Los Angeles—CP high-freq. 500 w.

OCTOBER 12

WLLH, Lowell, Mass.—Mod. license to 250 w N & D.

NEW, Arlington Bcstg. Corp., Arlington, Va.—CP 1420 kc 250 w unl.

WKRC, Cincinnati—Vol. assignment license to Cincinnati Times-Star Co.

WDAE, Tampa, Fla.—CP directional, increase to 5 kw N & D.

WMSL, Decatur, Ala.—CP increase to 250 w unl., move studio, trans.

NEW, Central Carolina Bcstg. Corp., Burlington, N. C.—CP 1420 kc 250 w unl.

WSGN, Birmingham—CP increase to 250 w N & D, move trans.

WGAU, Athens, Ga.—Mod. license to 250 w N & D.

NEW, Midland Bcstg. Co., Watertown, S. D.—CP 1210 kc 100-250 w unl., amended re antenna.

WIBC, Indianapolis—Mod. license to 1130 kc 1 kw N & D, limited KSL, contingent WJJD grant.

OCTOBER 13

WOCB, Hyannis, Mass.—Mod. CP new station to increase to 250 w N & D.

WELI, New Haven—Mod. license increase to 250 w 1 kw LS.

NEW, Palm Radio Co., Fort Myers, Fla.—CP 1210 kc 250 w unl.

NEW, Grant Union High School Dist., N. Sacramento, Cal.—CP 1530 kc 100 w D, amended to 1 kw unl.

KABC, San Antonio; WTJS, Jackson, Tenn.—Mod. license to 250 w N & D.

ANDREA RADIO Corp., Woodside, L. I. (radio sets), tieing up with football broadcasts on WMCA, New York, is sponsoring quarter-hour previews before the games and quarter-hour score reports afterward. Agency: J. M. Korn & Co., N. Y.

Network Accounts

All time EST unless otherwise indicated.

New Business

NOXZEMA CHEMICAL Co., New York, on Oct. 10 starts *Bob Trout* on 38 CBS stations, Tues., Thurs., Sat., 3:30-3:35 p. m. Agency: Ruthrauff & Ryan, N. Y.

AMERICAN BIRD PRODUCTS, Chicago (bird food), on Oct. 15 starts *American Radio Warblers* on 8 MBS stations, Sun., 1:15-1:30 p. m. Agency: Weston-Barnett, Chicago.

C. F. MUELLER Co., Jersey City (macaroni), on Oct. 2 started *Thunder Over Paradise* on 5 NBC-Blue stations, Mon. thru Fri., 10-10:15 a. m. Agency: Kenyon & Eckhardt, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Cashmere Bouquet Preparations), on Oct. 21 starts *Wayne King's Orchestra* on 66 CBS stations, Sat., 8:30-9 p. m. Agency: Benton & Bowles, Chicago.

FOOD & BEVERAGE BROADCASTERS Assn., on Oct. 15 starts *I Want a Divorce* on 30 NBC-Red stations, Sun., 3-3:30 p. m. (repeat, 4-4:30 p. m.). Agency: Emil Brisacher & Staff, San Francisco.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert tobacco), on Oct. 7 started *Casey at the Mike* on 18 Yankee Network stations, Tues., Thurs., and Sat., 6:15-6:30 p. m. Agency: Wm. Esty & Co., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert tobacco), on Oct. 14 started *The Grand Ole Opry* on 24 NBC-Red stations, Sat., 10:30-11 p. m. Agency: Wm. Esty & Co., N. Y.

QUAKER OATS Co., Chicago (Farina breakfast cereal), on Oct. 22 starts *We the Wives*, Sun., 12-12:30 p. m., CST, on four NBC-Red stations (WMAQ WCAE WTAM WWJ). Agency: Benton & Bowles-Chicago.

STANDARD BRANDS Inc., New York (Royal Desserts), on Oct. 5, started for 52 weeks *Those We Love* on 53 NBC-Red stations, Thurs., 8:30-9 p. m. (EST), with west coast repeat, 9:30-10 p. m. (PST). Agency: J. Walter Thompson Co., N. Y.

CAMPBELL SOUP Co., Camden, N. J. (Franco-American spaghetti), on Oct. 9 started *Lanny Ross* on 51 CBS stations, Mon., Wed., Fri., 11:05-11:15 a. m. (reb. Pacific and Mountain stations, 1:45-2 p. m.). Agency: Ward Wheelock, Philadelphia.

DETROLA Corp., Detroit (radios) on Oct 23 starts Fulton Lewis jr. on 9 MBS stations, Mon., Wed., Fri., 7-7:15 p.m. and 10:30-10:45 p.m.

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NEW LOWER PRICES!
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Iroquois Scoop

PICTURE scoop for WISN, Milwaukee, and the *Milwaukee Sentinel* was registered Oct. 5 by G. W. Grignon, WISN manager. When he heard the CBS flash on President Roosevelt's announcement of the German warning that torpedoing threatened the U. S.-bound liner, *Iroquois*, Manager Grignon called his home and secured a picture he had taken of the steamer during a West Indies vacation cruise last summer, which he sent to the *Sentinel*. The morning paper carried the photo, with credit to Grignon and WISN, hours before wire services supplied other papers with art on the steamer.

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog feed), on Oct. 15 starts the Moylan Sisters on 13 NBC-Blue stations, Sun., 5-5:15 p.m. Agency: Clements Co., Philadelphia.

Renewal Accounts

COLGATE-PALMOLIVE-PEET Co., Jersey City (Octagon products), on Jan. 1 for 52 weeks renews *Woman of Courage* on 20 Southern CBS stations, Mon. thru Fri., 10:45-11 a. m. Agency: Benton & Bowles, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (toothpaste), on Jan. 1 for 52 weeks renews *Stepmother* on 26 CBS stations, Mon. thru Fri., 10:45-11 a. m. (reb., 4:45-5 p. m.). Agency: Benton & Bowles, Chicago.

CUMMER PRODUCTS Co., Bedford, O. (Energine), on Oct. 22 renews *Paul Wing's Spelling Bee* on 24 NBC-Red stations, Sun., 5:30-6 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

Network Changes

P. LORILLARD Co., New York (Old Gold cigarettes), on Nov. 25 shifts *Melody & Madness* from 103 NBC-Blue stations, Tues., 9-9:30 p. m. to 89 NBC-Red stations, Sat. 8-8:30 p. m.; on Oct. 10 replaced Benny Goodman with Lennie Hayton. Agency: Lennen & Mitchell, N. Y.

BELL & Co., Orangeburg, N. Y. (Bell-Ans tablets), on Oct. 3 added 3 MBS stations to *Red River Dave* making a total of 7 on MBS. Mon. and Thurs., 8:15-8:20 a. m. Agency: Anderson, Davis & Platte, N. Y.

P. LORILLARD Co., New York (Sensation cigarettes), on Sept. 25 added seven NBC-Red stations to *Sensations & Swing* making a total of 67 NBC-Red stations, Mon. 7:30-8 p. m. Agency: Lennen & Mitchell, N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury soap and cosmetics), on Oct. 1 shifted *Hollywood Playhouse* from 46 NBC-Blue, Sun., 9-9:30 p. m. to 60 NBC-Red stations, Wed., 8-8:30 p. m. Agency: Lennen & Mitchell, N. Y.

DUNN & McCARTHY Co., Auburn, N. Y. (Enna Jettick shoes), on Oct. 1 added three NBC-Red stations to *Enna Jettick Melodies*, making a total of 95 NBC-Red, Sun., 5-5:15 p. m. Agency: Marschalk & Pratt, N. Y.

LUTHERAN LAYMEN'S LEAGUE, St. Louis (religious), on Oct. 29 adds 14 MBS stations to *The Lutheran Hour* making a total of 72 MBS, Sun., 1:30-2 p. m. (repeat, 4:30-5 p. m.).

MENNEN Co., Newark (shaving cream), on Oct. 20 adds WHK, Cleveland, and KCMO, Kansas City, to *Col. Stoopnagle's Quixie-Doodle Contest* on MBS, Fri., 8-8:30 p.m.

Ruppert Tells Druggists Of Cincinnati Promotion

RICHARD RUPPERT, sales promotion manager of WSAI, Cincinnati, attended the convention of the National Association of Retail Druggists at St. Paul during the week of Oct. 9 by request to explain how the close promotional cooperation between WLW and WSAI had benefitted retail druggists in the trading area of the two stations. A resolution adopted by the Ohio Valley Druggists Assn. petitioned James D. Shouse, Crosley vice-president, to send Mr. Ruppert to the national convention.

Herbert C. Freking, executive secretary of the Ohio Valley group, declared the cooperation resulted in the druggists being able to more clearly present their purposes and endeavors to the public. "Although the action of our association in asking WLW and WSAI to send their representative to the national convention of druggists is perhaps unparalleled," he said, "we believe it is fully justified in view of the great assistance these two stations have been able to give us."

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on Dec. 27 replaces Paul Whiteman with Glenn Miller's Orchestra on 81 CBS stations, Wed., 8:30-9 p. m. Agency: Newell-Emmett Co. of New York.

LEWIS-HOWE MEDICINE Co., St. Louis, on Oct. 25 shifts *Quicksilver* from 29 NBC-Red stations, Tues., 7:15-7:30 p.m. to 56 NBC-Blue stations, Wed., 8:30 p.m. (repeat, 11:30-12 midnight). Agency; H. W. Kastor & Sons, Chicago.

C & S Releases Eddy

STANDARD BRANDS Inc., New York (coffee), has agreed to release Nelson Eddy, baritone, from his NBC *Chase & Sanborn Hour* contract following the Nov. 5 broadcast. The singer asked for release from his contract because of heavy motion picture, concert and recording commitments, according to Danny Danker, vice-president and Hollywood manager of J. Walter Thompson Co., agency servicing the account. Eddy, who has been on the show three seasons, is one of the highest paid artists in radio, drawing $6,500 weekly for his *Chase & Sanborn Hour* appearances. Don Ameche, m.c., is taking an eight-week leave of absence.

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Higher Fidelity in Recordings Claimed in RCA-NBC Method

Orthacoustic Reproduction, Developed Recently, Termed First Major Advance in Several Years

A NEW method of recording and reproducing transcriptions, the RCA-NBC Orthacoustic Recording System, has been announced by NBC, which expects to start next month recording all new selections of its Thesaurus library in this manner. Both Standard Radio and Lang-Worth have announced immediate use of the method.

Claimed to be the first major improvement in the recording field in several years, the Orthacoustic system is the product of extended research by the combined engnieering forces of RCA and NBC and is said to be based largely on their experimental work in the transmission of sound on ultra-high frequencies carried in connection with the experimental television broadcasts.

While the new process is not just a single improvement, but rather the combination of a large number of improvements in recording apparatus and techniques, its basic factor is a pre-emphasis of the high and low frequencies during recording. When the transcription is reproduced, the procedure is inversed and the highs and lows de-emphasized, so that the resultant sound is the same as was heard in the studio.

Used With Filter

The de-emphasizing is done by means of a filter which can easily be installed on any standard turntable and requires an expenditure of only two or three dollars for material. The result of this peaking and pulling down is to eliminate to a large degree any motor or gear hum at the one end and needle scratch at the other, resulting in a minimum distortion. This process also reduces the chance for distortion from harmonics created after the tip-up and before the pull-down, as these are also eliminated in the process.

Another change is in the studio setup and placement of speakers and instruments. Instead of using a number of microphones distributed about the studio to pick up the various sounds and blending them all at the control room, only a single mike is now used for the most part, a uni-directional microphone with a pickup at 180°. Thus, instead of an artificial mixture of sounds, unlike anything ever heard in a concert hall or theatre, the listener will hear the actors or orchestra exactly as he would if he were seated in the best seat in the house.

No longer does the mixing engineer change the formula to suit his own ear or mood, strengthening this sound and softening that as fancy dictates, it was stated. Under the Orthacoustic method the program is recorded exactly as it comes out of the studio, that is, as the program producer thinks it should be. If it's good in the studio, it will also be good on the disc. And an improved material for pressings is also being used.

A demonstration of the Orthacoustic (the name comes from the Greek words *ortho*, meaning true, and *akoustic*, meaning sound) system, with the new recordings played in contrast to those made under the methods previously used, showed the new ones to be markedly superior in clarity of tone and to have much less surface noise. The voices sounded clearer and more distinct; the music brighter and more colorful.

Tried in Canada

Asked if the difference would be as marked if the recordings were heard on the air instead of in the studio, NBC executives replied that since June the Orthacoustic process had been used in recording programs for the Imperial Tobacco Co. for use in Canada and that the Canadian broadcasters had been extremely enthusiastic over them. Their first introduction to American listeners will come with the release of the November Tresaurus selections and from then on all NBC transcriptions, both sustaining and custom-built commercials, will be recorded by the new system.

O. B. Hanson, chief engineer of NBC, has sent a letter announcing the Orthacoustic system, together with a technical treatise with charts and instructions for adjusting and compensating reproduction equipment to reproduce the new records, and a test time record to all stations in the United States and to all Thesaurus subscribers in foreign countries. The letter points out "in playing old recordings through the new compensated playback equipment that surface noise is materially reduced without much loss of the high frequencies as observed by your listeners, or you may remove the compensation in playing the old records." Change from one to the other is merely a matter of flicking a switch, it is explained.

In addition to cooperating to produce a new recording system, NBC and RCA have also realigned their respective functions in the recording field, with RCA withdrawing from the selling of transcriptions. As it now stands, NBC does the selling and production of programs, RCA the recording and processing of records.

Plumbing & Heating News
"Quick, Marie, Off with the Television!"

Late Personal Notes

JAMES C. EWELL, vice-president in charge of the Chicago office of U. S. Advertising Corp., is convalescing at Highland Park Hospital following serious injury in an automobile accident Sept. 30. Mr. Ewell suffered a fractured jaw and a compound fracture of his right leg.

BRICE E. HAYES, formerly with J. Walter Thompson Co. in Chicago, has joined the copy staff of Charles Daniel Frey Co. in that city.

WILLIAM E. WARE, formerly of WCAU, Philadelphia, KRLD, Dallas, and several other stations, has been named manager of KPAC, Port Arthur, Tex., which plans to inaugurate its enlarged facilities Dec. 1. Socs Vratis, formerly of KNOW, Austin, and KFJZ, Fort Worth, has joined KPAC as program director and continuity chief. Arba Mock, formerly of KTRH, Houston, has joined the engineering staff of KPAC, succeeding Wilford Nicholson, now with WHBB, Selma, Ala.

VICTOR ROWLAND has been made promotion manager of KVOE, Santa Ana, Cal. He succeeds Jack O'Mara who resigned to join the promotion department of WOWO, Fort Wayne, Ind.

WOODS DREYFUS, program and educational director of WISN, Milwaukee, has published the first issue of an educational bulletin for teachers in Milwaukee schools. The two-page mimeograph lists CBS educational features and current events broadcast which can be assigned for extra-curricular listening to supplement classroom work. More than 3,500 copies were distributed to teachers.

HAVEN MacQUARRIE, formerly Hollywood producer, commentator and m. c., has joined MacQuarrie Agency, that city, operated by his brother Earl, and is handling radio talent.

BILL GORDON, formerly identified with various San Francisco stations, has joined KHJ, Los Angeles, as announcer, writer and producer.

GARY BRECKNER, CBS Hollywood announcer, has been assigned to the weekly *Al Pearce & His Gang* program sponsored by Hawaiian Pineapple Co., on that network. He also announces the CBS *Jimmie Fidler* and *Gatewood to Hollywood* programs.

BILL LAWRENCE, CBS Hollywood producer, has been granted a leave-of-absence to direct the weekly *I Want A Divorce* program, which starts Oct. 15 on NBC under cooperative sponsorship of Food & Beverage Broadcasters Assn. and Sussman, Wormser & Co. The latter firm has been sponsoring the series on the West Coast for the past two years.

SHIRLEY LAUTER, formerly correspondent for various trade journals, has been appointed assistant to Mark Finley, publicity director of Don Lee Broadcasting System, Los Angeles.

J. B. CLARK, of WPTF, Raleigh, has joined the announcing staff of WRAL, Raleigh. Working with Ray Reeves, he will handle a total of 11 football games this season, most of which will be fed to an eight-station North Carolina network.

TOM DAILEY, sportcaster at KVOO, Tulsa, has announced the addition of Thomas Michael to the Dailey family, weight 8 pounds, 4 ounces.

Rep Office In St. Louis To Be Opened by Blair

JOHN BLAIR & Co., national representation firm, announces the opening of a St. Louis office, effective Nov. 1, under the direction of J. C. (Chris) Hetherington, who is well-known among Midwestern station and agency men. Mr. Hetherington has resigned from the Chicago office of International Radio Sales to accept the new position. His background in advertising includes eight years with CBS in both Chicago and St. Louis. From 1933 through 1935, Mr. Hetherington was sales manager of KMOX, St. Louis. Following his graduation from Washington U in 1922, he joined the staff of the *Chicago Tribune* and later served for three years as general advertising agent of the Wabash Railroad.

In announcing the appointment, Mr. Blair said he was opening the St. Louis office because of his confidence in the radio developments of many agencies in St. Louis, Kansas City, Des Moines, and other Midwestern cities to be serviced from St. Louis. The address of the new office has not been announced.

WCAU's New Posts

CREATION of three new staff positions at WCAU, Philadelphia, and promotion of staff members to fill them was announced Oct. 13 by Dr. Leon Levy, president. Horace W. Feyhl, former production manager, and Harry E. Ehrhart, formerly of the engineering department, were made night managers of WCAU to be in complete charge of the station from 5 p. m. until closing. Charles DeKlyn was appointed morning manager in charge from the opening at 5:55 a. m. until the executive offices open at 9 a. m. Hugh Walton, former chief announcer, was named production manager succeeding Mr. Feyhl. Hugh Ferguson, formerly assistant program director of WFMD, Frederick, Md., replaced Mr. Walton on the announcing staff.

NELDON L. KIDD, for three years with WSYR, Syracuse, has been elected treasurer of Central New York Broadcasting Corp., which operates the station. He also is treasurer of WJTN, Jamestown, N. Y. He succeeds M. S. Wilder, who was elected vice-president, according to announcement by Col. H. C. Wilder, president. F. R. Ripley is also vice-president.

GORDON HORNER, sports announcer of KTRI, Sioux City, Ia., has been promoted to program director of the station. Rudy Topkina, formerly of WSAU, Wausau, Wis., and Norm Schmeling, formerly of KWTN, Watertown, S. D., have joined the KTRI announcing staff.

RICHARD WRIGHT, formerly of WFIL and WDAS, Philadelphia, has joined the announcing staff of WFBL, Syracuse, N. Y., succeeding George Reid, who has joined WENY, Elmira, N. Y., as program director.

CHARLES E. SMITH, personal manager of *Dr. I. Q.* and well-known in radio production circles, has been named general manager of the newly organized KSTP Artists Inc., talent booking agency of KSTP, St. Paul.

WAYNE M. NELSON, chief owner, and E. Z. Jones, manager of WMFR, High Point, N. C., have joined with T. N. Boone, merchant of Burlington, N. C., to apply to the FCC for a new station in Burlington to operate with 250 watts on 1420 kc.

SIDNEY ROBARDS of RCA's New York publicity division, is the father of a son born Oct. 7.

It takes **LISTENERS** *to make* COVERAGE!

Ask any retailer what he calls a "Hot Spot" in his store and he'll show you the particular display space that *commands the attention of the most customers*, and, thereby, creates more sales than other selling space on which he may realize only a normal return. He will probably qualify that choice, however, by adding that even the hottest spot in his store will not produce sales unless there are customers on hand to attract, people on whom selling impressions can be made!

Just so, in buying radio stations you choose the "Hot Spots"; those that deliver the largest number of proven listeners, since it naturally follows that the more people who hear your program, that many more will be prompted to buy your product.

In our recent 20-Market Survey, which, incidentally, is one of the most extensive ever undertaken, 159,299 Coincidental Calls were made by the Ross Federal Research Corporation, and the Alberta Burke Research Company, in twenty key cities. The results of that tremendous study may be summed up in one simple, direct statement of fact: *An average of 41.2% of those listening to their radios in the 20 markets studied were tuned to WLW*, while the audience tuned to the next dominant stations averaged only 29.3%.

Many of you have already seen the 13-Market and the additional 7-Market Studies that illustrate, in detail, this remarkable dominance—and have made that dominance your own. For those of you who have not, we invite you to write, or telephone Transamerican Broadcasting & Television Corporation, or

WLW...THE NATION'S *most "Merchandisable"* STATION

A LARGE STATION SPEECH INPUT SYSTEM THAT'S *Ideal* FOR SMALL STATIONS!

A COMPLETE HIGH FIDELITY SYSTEM *at low cost!*

The RCA 76-B Consolette gives small stations one of the most flexible speech input circuits ever devised. Purchase price, installation and operating costs are unusually low. With it small stations can have a high fidelity system available in the past only for large stations.

Built to control two studios, this RCA Consolette provides for simultaneous broadcasting and auditioning, offering any combination of two-studio, remote line or turn-table operation. Efficient in design, it simplifies control booth arrangements and cuts time and installation costs to a minimum. Additional power supply units, meters, and other accessories are eliminated.

The RCA 76-B can be used either in individual studio control booths or in one- or two-studio layouts. You can originate transcription programs in the booth itself and handle programs from remote points. You can divide its six microphone and six line inputs however you wish between two studios and the booth.

We will gladly supply you with further information without cost or obligation. Write today and learn how this RCA Consolette offers small studios reproduction fidelity comparable to de luxe systems at a price amazingly low.

ADVANCED FEATURES!

Conveniently located operating controls . . . Separate talk-back microphones with interlocked switching to studios or remote lines . . . Heavy duty, double power supply for external mounting on wall or floor makes possible use of full-sized components without making console oversized . . . Rugged mechanical construction with hinged chassis for greater accessibility . . . Switches for quick connection of complete emergency amplifying channel . . . Large illuminated VI meter recently developed to accurately follow sound levels without causing operating fatigue . . . Plate current metering for checking of tubes in program channel . . . Attractive 2-tone umber gray finish—modern functional design . . . Factory wired, tested, and guaranteed, this equipment also offers many other features.

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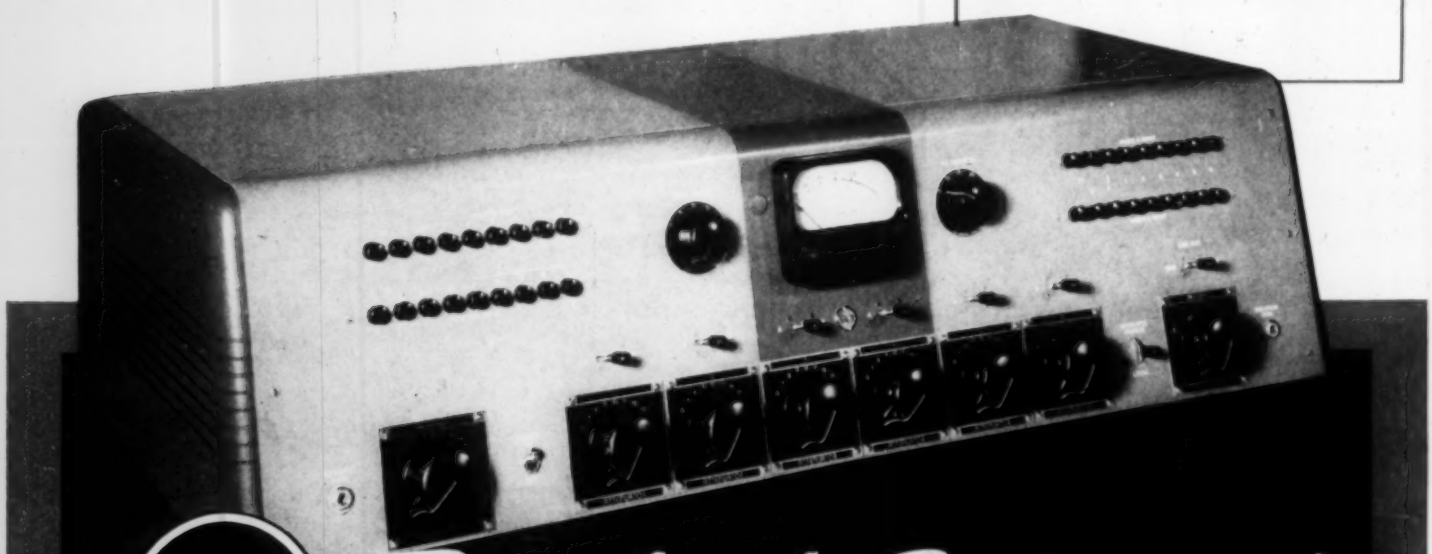
Use RCA tubes in your station—for quiet, reliable performance



RCA *Broadcast Equipment*

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